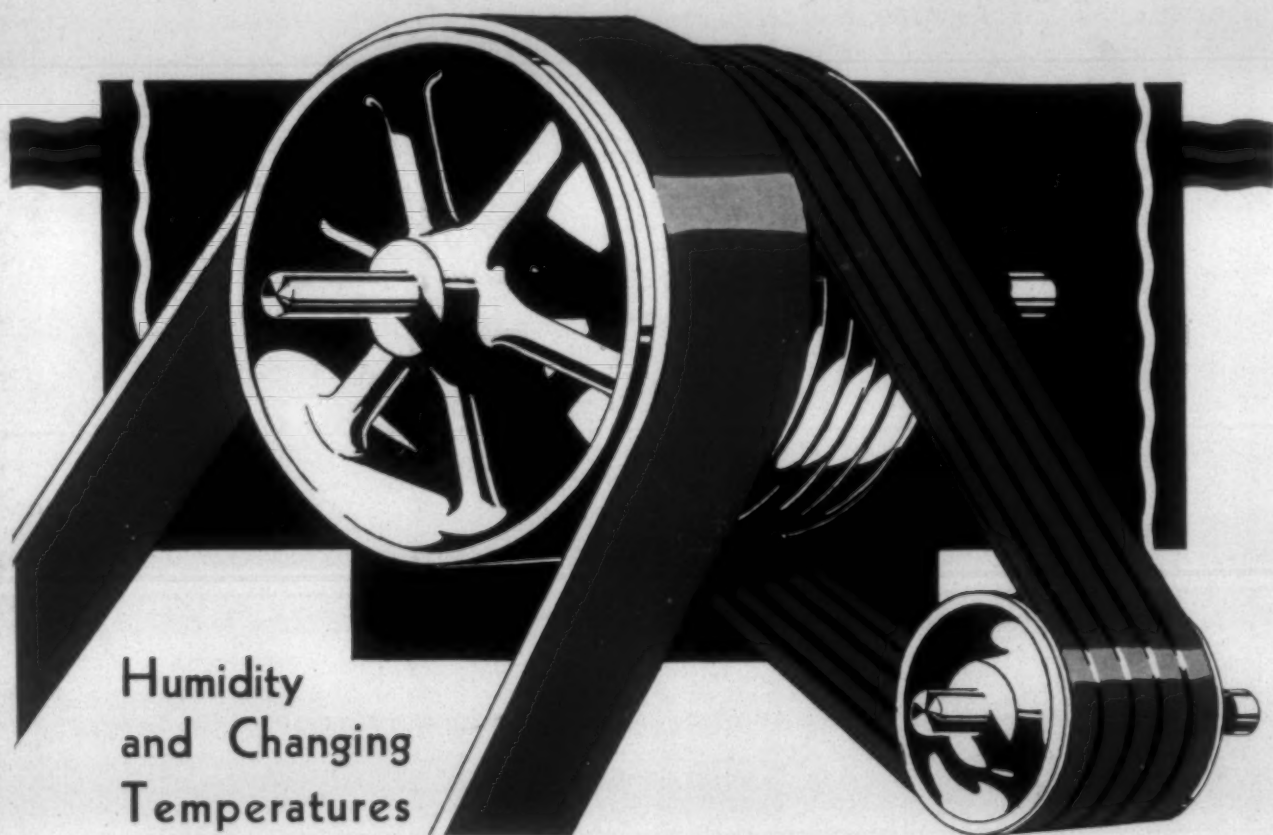


SOUTHERN TEXTILE BULLETIN

VOL. 40

CHARLOTTE, N. C., AUGUST 6, 1931

No. 23



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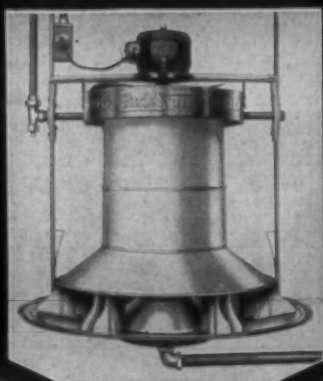
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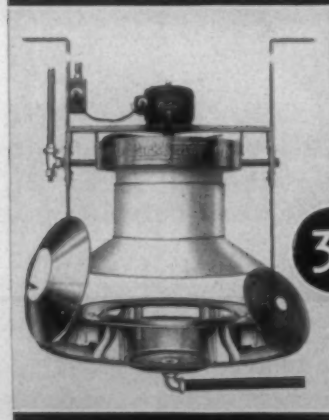
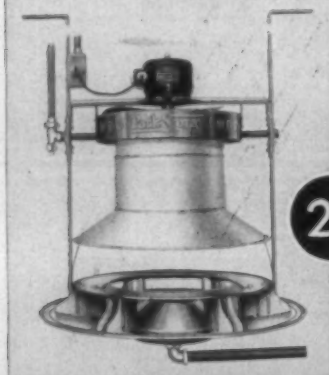
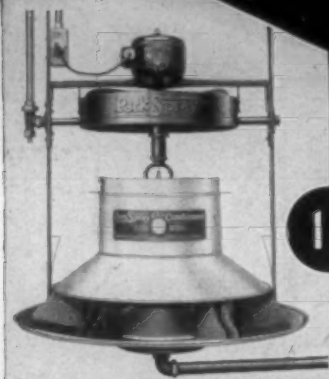
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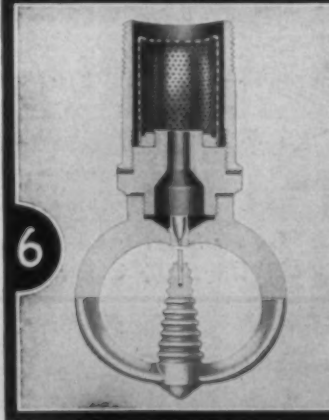
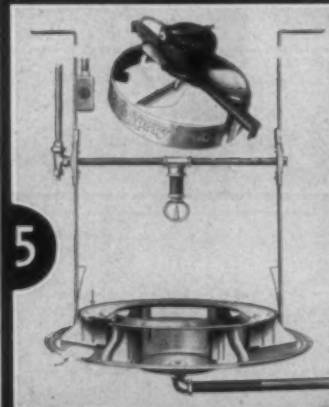
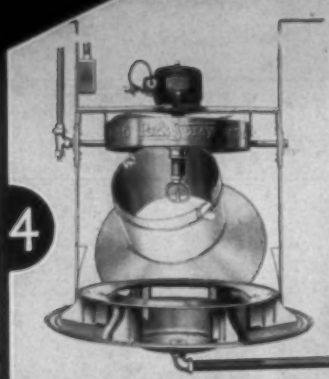


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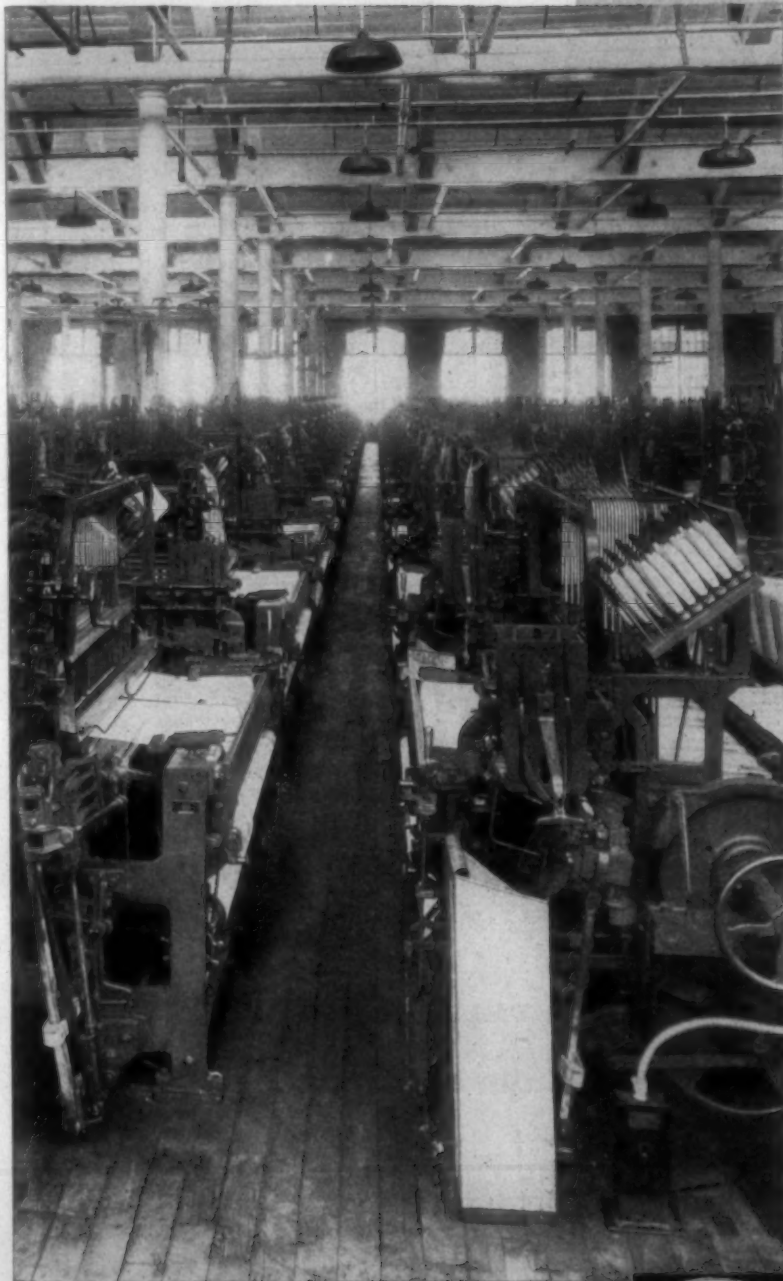
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SOUTHERN TEXTILE BULLETIN

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VOL. 40

CHARLOTTE, N. C., AUGUST 6, 1931

No. 23

Evaluating Adversity*

BY W. M. McLAURINE

Secretary, American Cotton Manufacturers Association

A FEW days ago I studied a series of graphs of cotton mill activities which had been worked out on an annual basis indicating various years in the last fifteen or twenty years.

It was interesting to note in studying this that whether the textile industry was operating on a 60 per basis, an 80 per cent basis, a 100 per cent basis or 150 per cent basis the same changes were made at practically the same time during each year. In other words, the peaks and depressions were fairly parallel. It seems that, during the many experiences that have occurred, manufacturers of textiles have not yet learned sufficiently how to iron out these peaks and depressions into a rather conservative operating line with a rather conservative income.

During the last two years we have had an opportunity to learn several things and I shall attempt to review some of them, hoping that they may not be forgotten, but, inasmuch as humanity is constructed as it is, they will be forgotten.

1st: The economic world moves in cycles and mankind has not become sufficiently intelligent, sufficiently far seeing, sufficiently dominant to prevent the recurrence of these cycles. I imagine during this period more study has been given to the varying movements of economic life than at any other time because this cycle of depression has been so severe.

The causes of these cycles have always been brought about by the same conditions. These conditions may not always operate in the same area but they always operate the same way. Their cures have always been effected in the same manner and they will always be effected in the same manner. Things do not just happen in this world.

2nd: The law of supply and demand is still fundamental and will always be fundamental. People who prophesied during the high wave that conditions could never revert to former levels have lived long enough to see their prophesies false. The old law of physics that every action has its reaction is infallible, and just as this depression has been very severe and its action has been great there is truly coming a reaction of prosperity out of which will carry us to unwarranted heights that will cause us to catapult again.

There are simple statements and so simple that we disregard them, because we somehow feel that life is so

complex that it takes some high powered, difficult formula to solve its problems and direct its activities.

3rd: No one wins a war. The reparations and inter-governmental debts may be assigned to certain specific nations but every nation involved pays a price and the penalty. Present conditions are so occupying your minds now that it is unnecessary to amplify these statements.

4th: Economic isolation is a myth and a mirage. Our quick transportation and quick communication facilities have brought us in closer contacts than were the original colonies and the early States. International industry, international commerce, international relationships in many other lines have so inter-woven us that we have finally, from a national point of view, recognized our international economic responsibility and our nation at the present time is assisting in the world endeavor to solidify the credits and financial responsibility of one or more nations of the earth.

5th: During the last two years the tariff has taken on a new and significant meaning. Because of our internationality and the economic conditions developed by international trade, economic barriers have become a serious problem to us. The reaction of several nations toward the enactment of our last tariff measure has caused us to wonder if the organic principles which guided its formulation have been fundamentally economic. Not only has this caused us serious study because of the reaction of other nations toward our nation, but these economic barriers have been disturbing factors in the economic conditions of other countries in their relationships, and these disturbed relations have had repercussions which have sounded on our shores.

Now to become a little specific and to work in a little smaller area, there are some things close to home that are fundamental that we must not forget. Among these, the first that I would suggest is that no industry and no business is an economic unit within itself, that it bears distinct relationships to many other industries, professions and businesses. Our absolute dependence and vital connection with agriculture and the raw producers of our materials have indicated that economic success in life is largely determined by the success of the producers of our raw materials.

Here in the South, agriculture in its deplorable condition, has swept its problems upon our desks with so much alarm and helplessness that our attention has been somewhat distracted from the major appeals of our problems to their major appeals. It has been said so many times

*Address before Rotary Club, Hickory, N. C., August 6, 1931.

that no nation is more successful than its agricultural population. Somehow we have thought this only one of the popular phrases of some political demagogue, but its present acuteness has called itself into our presence so strongly that we realize the truthfulness of the statement, and as cotton manufacturers we are doing everything within our power to assist our cotton farmers and to improve their conditions.

Another problem that has challenged us has been the problem of unemployment. Just as in prosperity there is great purchasing power and a lack of unemployment, just so in adversity or depression there is a great lack of purchasing power and much unemployment. Efficiency, machines, curtailment of production and other causes have pitched out into the labor marts of the world several millions of unemployed people. It would be unfair to say that these are all laborers because there are many professional and business men whom economic stress has removed from their remunerative positions and placed them in the great army of the unemployed. The efficiencies of farms, the efficiencies and improvements in every form of industrial and often domestic life have made their contributions to this great group of people. These have become a great social and economic drain upon the revenues of the various industries and businesses of life as they have struggled to maintain economic responsibility through this period. These people are liabilities and they should be assets.

Our national government has sensed the problem and with the assistance of thousands of other people throughout the nation efforts are being made to place these groups of people back into remunerative employment. This fact has caused many major industries, among which the textile industry is one, to try to incorporate into their operating policies a schedule of operations which can be maintained as nearly steady as possible throughout the year. It has also caused them to study very carefully the type of labor that they employ, the idea being, that insofar as it is possible, there may not be this uncertainty of employment and income throughout the year which labor turnover naturally fosters.

Another thing that this period has most intensely impressed upon us is that we, as manufacturers, have been looking at only one side of the picture. We have been looking at the production side only. We have paid very little attention to markets and distribution. We have depended upon others who have followed traditional ideas that have proven unable to cope with the present situation. The average manufacturer must give a great deal more care and attention to his distribution than he has ever given. There are research studies on areas of distribution, purchaser demands, purchasing power, trends of various kinds, statistics of production, sales, stocks, business movements and hundreds of other indicators that can safeguard the conservative, sagacious manufacturer. It seems to me that we also have learned that those industries that stand closest to their ultimate consumers have been most successful in adjusting their production to demand, and in making the changes necessary to meet the changing economic demands of their consumers. There seems to be a tendency on the part of many of the textile manufacturers today to vertically integrate the various processes through which raw cotton goes to its ultimate consumer, in order that they may approach their final consumers in a more sensible management of their business.

The merger does not mean market control. It does not mean price control. It does not mean distribution control. It does not necessarily mean a complete answer to any of those perplexing problems that have been har-

assing the smaller units. The merger is no answer to a lack of business sagacity, of financial management, of manufacturing acumen and many other of those characteristics absolutely necessary for the success of any business. The merger gives an opportunity for efficient management, efficient production, efficient distribution, efficient operating conditions, various types of industrial researches which the mere size of the business makes possible, and which in the smaller units are often impossible.

The opportunities for success are greater for this reason, but the merger per se is not an answer.

The condition through which we are passing has evidenced that there is much business integrity and splendid co-operation existing among large groups in their business organization, or groups of business organizations. It has also evidenced that there is still sufficient unenlightened selfishness to render potentially successful economic plans partially unsuccessful if not totally unsuccessful. We have learned that in every group there are a few people that are still so individual that they are almost self-seekers entirely and are willing to take the advantage gained by a co-operative group and convert it to their own advantage rather than make an unselfish contribution for the general welfare of the entire group and speed up a general recovery.

All of our economists, all of our highly developed social minded business leaders have indicated that we have arrived at that stage in the world's progress in which co-operation is perhaps the most dominant characteristic. There are still too many people who disbelieve this fact. There are still too many people who do not realize that their success has been made possible through the co-operation of thousands of people with whom they, too often, are unwilling to reciprocate.

It seems to me that we should have learned by this time,—none of these ideas are new with me—they are only the reflections of various thoughts that I have heard and that I have read,—that insofar as the textile market of the world is concerned, in a large measure, we are going to have to look, for the consumer of our products, to the American market. If this is true, then there are two or three things that we must do.

Our statistics show what the average per capita wealth and earning power of our nation is, and many people think that if these figures are true, and if wealth and earning power were distributed according to that indicator, the purchasing power of the average citizen would be sufficient to buy many of the things that he is not buying. But this is not true. There are too many un-economic people with but little or no purchasing power beyond the bare necessities of life,—too many tenants and unemployed who are poor consumers.

There is no new country for our nation to open up, as we once had in the West and in our colonial possessions. For a long time, the foreign markets of the world have been gradually closing in around us. The new frontier of American life today reaches back into the great army of unemployed and poorly managed small businesses and industries and tenants and poor farms of American life. Some social study, some scientific study, some technological study must be made whereby this group in the low quartile of economic efficiency can be made more independent by being introduced into a position of thrift and productivity.

I am discussing this topic from a purely economic point of view and not from any insinuating social insurance or dole theory. The average citizen does not want charity.

(Continued on Page 27)

Finishers' Equipment Expense Is Increasing Constantly

THE wide variety of synthetic fibers and fabrics requiring special treatment in finishing plants is constantly adding to the costs of doing work. The time has gone by when old equipment or old processes will serve the needs of the trade. Better quality finishing is demanded and the pressure to reduce charges for the work wanted does not diminish. The expense which some plant managers have incurred in changing over to handle new types of goods has been more than justified in the character of work now made possible; but on the other hand, it has not been a simple matter to pass a share of the expense along to the plant customer, says the Journal of Commerce.

DRIFT OF COMPETITION

Competition is still characterized by efforts to secure low costs from mass production. A few large plants that make special arrangements with customers as to the volume of work to be expected continue to harass all in the industry and no apologies are offered for price slashing. Attempts made by finishers to meet this competition have not been able as yet to regulate it, but a few converters have taken the matter in hand and will probably succeed in making ruthless trade tactics unprofitable. The general industry is oftentimes affected adversely by the qualities of color supplied. Consumer resentment will eventually take care of this, but that road toward correction is long and hard.

COMPARISONS OF QUALITY

It has happened several times that claims made for the high quality of service given as a consequence of alleged low costs and mass production methods have been "debunked" by customers rather than by competitors. There is a twilight zone between high qualities that meet every test and those qualities that will not pass all tests and still given keen traders many opportunities to sell the lower qualities in the good quality field for some time. In times of depressed markets this zone is widened and in recent months the entrance into it of finishers claiming everything has forced experienced men in the business to stick more closely to price and service methods that have proved sound over long years. In the past six months these men have declined business frequently in order to allow others to accept unprofitable orders if they cared to, and have made some money for their stockholders by sticking to work showing a moderate profit.

NEW DEMANDS MADE

Of the new demands being made for finishing service those having to do with synthetic fibers are most perplexing. In many cases there is no guarantee of sustained qualities in the rayons used in the fabrics sent in for treatment. Some weavers continue to buy yarns when and where they can and give little thought to the problems of the finisher in handling the varying goods. It oftentimes happens, too, that even where rayon yarns are used by mills from the same source of supply, the color reactions frequently vary on goods that come in from the mills week after week. The necessity for closer and more expensive plant laboratory work in testing out each lot of goods is imposing additional expense, and finishers find it difficult to pass on in the way of additional charges. But these are minor expenses and minor

perplexities in comparison with those that must be faced in handling sheer, tender and costly merchandise of all-rayon or part rayon content. Equipment of a costly character has been installed in many large plants, much of it well able to pay its way when used for the service of customers who appreciate good quality work on small or large quantities.

DEMAND FOR SHRUNK CLOTH

The demand of finishers' customers for cloths shrunk so positively that shrinkage guarantees may be passed on to consumers has been increasing very fast in the past six months. As already stated, several members of the National Association of Cotton Fabric Finishers have become licensees under the Sanforizing process and are supplying old customers with new types of shrunk work to meet established competition. Many finishers have been giving service for a long time on shrunk merchandise that has proved eminently satisfactory. In these cases, customers know exactly what they want and begin their preparations for getting it with the mills that supply the gray cloths. When this policy is extended to include finishing service in full co-operation with mills, several finishers have never failed to produce a shrunk cloth that may be fully guaranteed. It will stand up as well under ordinary wear as any cloth treated by other processes. These processes are both chemical and mechanical.

SHRUNK CLOTHS GROW MORE POPULAR

Cotton goods that are properly shrunk are growing more popular in consuming channels. Shirt manufacturers are constantly demanding stronger guarantees from those who sell them finished goods, and in this division of trade it looks now as if a very large percentage of shirts will have to be guaranteed as to shrinkage to insure sales. Recently, the Sanforizing processes have been extended to work suit materials of all kinds and the sales argument supplied is proving very strong. It may result in a complete change of stretching policies by mills finishing their own goods. The shrinkage element in cotton goods has been tolerated by customers for generations, but as the time has now come when definite guarantees of shrinkage can be sustained, the ability to control shrinkage will become known to consumers and more uniformity in finishing trade practices is likely to be thoroughly supported, regardless of the tactics of those who sell without regard to possible complaints from users. A field that promised to be made much more important in trade is that of men's cotton suitings.

SITUATION ON COLORS

The membership of the National Association of Finishers of Cotton Fabrics is now ready to supply guaranteed fast colors on all types of cotton goods. This guarantee includes passing the Nafal test, the highest standard practical test yet devised. The use of vat dyes has increased from eight to tenfold since the war, and while this of itself is not a full guarantee of color fastness, it does insure a high degree of fastness when vat dyes are properly applied. The actual market situation is that a great deal of misrepresentation—if not fraudulent, then very close to it—is being practiced by unfair and irresponsible dealers, much to the annoyance of the trade, and

(Continued on Page 24)

Full Fashioned Hosiery Stocks

Show Decline

Stocks of full-fashioned hosiery declined 8.1 per cent from January 1 to June 30, the preliminary report covering stock of full-fashioned hosiery at manufacturing establishments as of June 30, 1931, indicates. This preliminary report has been sent to producers who supplied information for the study. Like the report of a similar nature made on January 1, 1931, the study was conducted by the Industrial Research Department of the University of Pennsylvania, under the direction of Dr. George W. Taylor, in co-operation with the National Association of Hosiery and Underwear Manufacturers.

A large supply (57.6 per cent) of the hosiery stock on June 30 was comprised of 42-gauge merchandise, according to the summary and statement of conclusions attached to the preliminary stock report. This type, combined with 45-gauge goods, accounts for more than 80 per cent of total stocks. They are pivotal in any plan of balancing production with demand.

LESS OBSOLETE GOODS

A notable reduction occurred during the first six months of 1931 in stocks of obsolete and irregular merchandise at the mills, the summary indicates.

Mesh hosiery accounted for somewhat less than 8 per cent of the total production of June, 1931.

While total stocks decreased, there was an actual increase in stocks of 45 and 41-gauge merchandise from January 1 to June 30. Greatest stock decreases occurred in 39-gauge numbers.

The report stresses the need for careful consideration of the increases in 45-gauge stock and in hard twist hosiery. It states that it should also be noted that 42-gauge machines operated at close to 75 per cent of capacity during June. Unfilled orders for 42-gauge goods have decreased noticeably since January 1.

LOWER TRAM SILK STOCKS

Particular progress has been made in moving stocks of tram silk in a number of gauges and in decreasing 39-gauge stocks.

In June, the full-fashioned hosiery operated at about 66 2-3 per cent of capacity, the survey shows. It is evident, the report points out that any general attempt to operate at capacity or for stock can easily increase stocks to a dangerous level. This large reserve of capacity makes it essential to continue to manufacture only against orders, the report concludes.

Because of delays in receiving some individual figures, it has been difficult to estimate total stocks as of June 30, the weekly news letter for members of the National Association of Hosiery and Underwear Manufacturers points out in discussing the report. Nevertheless, the stock of 2,555,249 dozen pairs included in this preliminary report is regarded as a large sample of the total stock. Total stocks for the entire industry as of May 30 have been estimated from Government data at about 3,250,000 pairs.

GAUGES IN STOCK

It is interesting to note that of the more than 2,500,000 dozen pairs included in this report, 57.6 per cent was 42-gauge merchandise, while 22.9 per cent was hosiery of 45-gauge specifications. These two groups, therefore, represented 80.5 per cent of total full-fashioned hosiery stocks on June 30. Less than 10 per cent of stocks on that date were 39-gauge.

It should be noted that firms holding the more than 2,500,000 dozen pairs of stock had at the same time unfilled orders of 823,865 dozen pairs, which were equivalent to a little less than one-third of the stocks. However, the ratio of unfilled orders to stock varied by gauges, 42-gauge stock having the greatest "coverage" of orders. Of all stocks reported only 3 per cent was considered as obsolete, while but 5.7 per cent was termed irregulars. The existence in stock of obsolete and irregular numbers was limited to slightly more than 220,000 dozen pairs, or less than 9 per cent of total stocks.

Of the total stock reported practically all was classified according to type of material and by weight of thread. Over 39 per cent of 2,379,127 dozen pairs that were classified by type of material consisted of tram silk hosiery, while 53.6 per cent was of hard twist silk hosiery. These two classes accounted for nearly 93 per cent of the stock, rayon being 4.2 per cent of the total, ingrain a mere 1.2 per cent, while other types of material represented 1.7 per cent.

HEAVY CHIFFON STOCKS

While 60.3 per cent of June 30 stocks were chiffon (two to five-thread hosiery), over 29 per cent was service weight hosiery (of six to eight-thread), and an even 5 per cent was nine-thread hosiery or heavier.

It is significant to note that, while tram silk hosiery dominated the stock of January 1, hard twist silk hosiery was the major classification by type of material as of June 30. In short, stocks of tram silk have been moved to decrease these holdings materially, while stocks of hard twist have increased. It appears that the stock situation has been improved by this shift.

With regard to mesh hosiery, the firms that reported a stock of more than 2,500,000 dozen pairs of women's full-fashioned hosiery had included in that total a stock of mesh that amounted to 96,115 dozen pairs. This same group produced more than 1,300,000 dozen pairs of hosiery in June, of which 102,601, or less than 8 per cent, was mesh hosiery. However, the stock of mesh was accompanied by unfilled orders that were equivalent to 59.7 per cent of the stock total.

JUNE MILL OPERATIONS

The percentage of capacity operated in June by mills reporting to this survey is estimated at 66.5 per cent. For the first five months of 1931 a monthly production of women's full-fashioned hosiery averaging about 1,800,000 dozen pairs has been estimated. The present survey has collected production figures by gauges for June from mills that produced 1,314,162 dozen pairs. These mills estimated their capacity at 1,976,645 dozen pairs, so that they operated at 66.5 per cent of capacity during June.

In this connection, it is interesting to note from a composite of the individual reports that outside of the relatively few 54 and 57-gauge machines, the 42-gauge equipment operated nearer capacity than any other gauge. However, the relatively high operation did not result in an increase to stock, although unfilled orders for 42-gauge merchandise fell off considerably. While a comparison of individual plant performances with these totals for the industry affords a means of appraising the activity of individual establishments, it would be of greater value to show percentage of operation by gauges by producing districts.



They gave him up for dead

*... but 1931 finds him
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And then there is the obvious advantage of *naming* your fabric. The consumer will learn that name . . . use it when she comes back for more . . . when she buys made-up merchandise . . . when she "bridges" or "teas" with friends.

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EVERYBODY'S BUSINESS

By FLOYD PARSONS

The Permanence of Progress

THE business atmosphere is indigo-blue and the average person is so occupied with his worries he has quite forgotten there is nothing very new about business depressions. Frequently during the past century our country has traveled the same road over which we are now passing, and to the older generation the landmarks along the way are familiar.

The average depression has lasted 18.1 months. We have already plodded wearily through 23 months of contraction, which, with one exception, is the longest slump that has taken place in the United States in 46 years.

No one can set down definite rules governing business cycles. Booms and recessions follow no fixed pattern. There is no clear relation between the duration of the period of contraction and the duration of the preceding time of expansion. One of the shortest slumps followed a boom that lasted 44 months, and one of the longest declines came after an expansion that last only 9 months.

There is also the interesting truth that we may have periods of good times even in the face of a protracted decline of commodity prices. Price levels fell steadily from 1879 to 1893, and yet this era was marked by four well-defined cycles of business expansion and contraction. Furthermore, during this long period of continuous recession in commodity prices, there were 105 months of good business and only 78 months of depression.

Business could not help being hurt badly by the abrupt drop in commodity prices that took place in the past two years. But the damage has been wrought and the worst is over. Any further decline will be so low as to be hardly noticeable. Commodity prices are now down close to the level that existed without any noteworthy change during the first fifteen years of this century.

Price trends can never be forecast with accuracy because of the uncertainty of new discoveries and new inventions. But the effects of long-term price trends on business and industry are vitally important. For example, as a result of the current drop in commodity prices, Germany is asked to pay her creditors a larger sum in terms of her industrial output than the authors of the Young Plan proposed.

We may be sure also that if the long-term trend of commodity prices continues downward, there will be a radical change in our methods of public utility evaluation. In the latter part of the last century, the regulation of utility rates was based on a plan that took into account only the original cost of property and plants. Later there came a revision of thought which resulted in establishing the method of evaluating public service corporations on a basis of reproduction costs. If price levels continue to sink, we may expect utility managements to seek a return to the old plan of estimating the values of their properties on the basis of original cost. This is indicated by recent arguments respecting the value of rapid-transit systems in New York. It is stated that the reproduction value of the city's subway lines has declined \$80,000,000 within a year. It is developments of this kind that must be watched closely by business men today.

If we are to rely on the teachings of precedent, the current situation is extremely hopeful. The dangers of de-

structive happenings have been reduced to a minimum. We have plenty of money resources and the present program of our Federal Reserve authorities is certain to speed recovery. Shelves are practically bare, extravagance has been largely eliminated and measures of economy are being given first consideration.

It is true that a number of our major industries have not yet shown evidences of improvement, but there are definite signs of revival in many fields of enterprise, such as textiles, shoes, gloves and automobile tires. In many places revenues have declined less than output. Thousands of small, young, well-managed corporations, free of fixed overhead of the big companies, have been able to effect such great economies that they are maintaining themselves in a satisfactory condition.

As a result of the steady pressure of the forces of liquidation, all lines of business have been readjusted to changed conditions. Industry has reached a better balance. People are giving more energy and time to their jobs. Even the psychological factor is now turning to the side of those who believe that the season of hay is ended and that of grass commencing.

One outcome of every major depression is a new crop of fortunes built up by long-headed people who are now paying more attention to the character of past records and accumulated assets than to current earnings. Wise and wealthy individuals and groups are busy picking up promising concerns that have suffered from a lack of foresight on the parts of their owners.

The present is a moment to lay the foundations for great accomplishments. Competition must be studied and coming changes foreseen. The railroads would not have believed a few years ago that the equivalent of a quarter of a million carloads of fruits and vegetables would soon be carried by motor-trucks. One wholesale dealer in a large Eastern city recently said: "We spent 45 years building up our business and lost it to the motor-truck jobbers in 48 hours."

Hard work alone will no longer safeguard a business if the management is unable to interpret trends and anticipate new developments. Consider what a tremendous change will be wrought in Florida by the rapid freezing of orange juice at factories near the groves. The first shipment of the new product was ten refrigerator carloads of juice totalling 60,000 gallons squeezed from 2,500,000 oranges. A thousand miles is no longer a barrier in the field of distribution. Orange juice with the morning milk means thousands of jobs for idle hands. It means increased profits for the producers of cartons, the owners of refrigerated cars, and the railroads.

The only logical attitude today is one of complete faith in the permanence of progress. Human nature has changed but little. The records of centuries show that some occurrence or development always comes long to pull our country out of each business depression. Once it was railroad building, then the opening of the West, and on other occasions it was an oil or gas boom, the invention of the telegraph, and the rapid creation of a great automobile industry.

Activating factors in the coming era of business re-

(Continued on Page 24)

Cotton Consumption Must Be Increased *

BY CASON J. CALLAWAY

President, American Cotton Manufacturers Association

THE average price of cotton for the last ten years, 1921 to 1922 crop—1930 to 1931 crop inclusive, taking the price of middling spots cotton each day for these ten years and getting an average, is 19.31c per pound.

During these ten years, the American cotton farmer, you know, has not made enough profit to do much on his mortgages. It has taken all the money that he has received from this average price of cotton to allow him to buy his necessities, pay his taxes and have very little left for extravagances. This average price has not been sufficient to make life too easy or to allow him to do his share of American spending.

For this same period, the average total supply of cotton per year has been 18,726,300 bales. The supply on hand for 1931 and 1932 will be 21,741,000 bales. This figure, of course, is an estimate since we don't know the size of the new crop, but is arrived at by taking our 9,000,000 carry-over and adding to this the amount of cotton we will raise this year, if we raise the same average per acre as we have for the last ten years. There will be a good deal of argument about the size of the crop, but taking everything into consideration, and since it is unknown, this seems to me to be the fairest guess. This 21,741,000 bale total supply for 1931-1932, is 3,014,700 bales greater than the average supply for the last ten years. America has consumed for the last ten years an average of 6,006,600 bales; therefore, to get our statistical position correct, America will have to consume, for the next twelve months, an additional 3,014,700 bales or about 50 per cent more than America's average consumption.

Our this year's crop is already planted. The production we can now do very little about. This crop is now selling for 8½c on the basis of the foregoing. Since the price of cotton is determined by supply and demand, this 3,000,000 extra bales of supply will cost the farmer on his 12,741,000 bale growth, \$688,651,050.00. Since, as stated, the carry-over is with us, the new crop is already planted and we cannot hope to export larger than the average, due to world conditions, doesn't it look worth while to endeavor to remedy this by consuming an additional three million bales in America, or at least partly remedy it by consuming a part of this additional three million bales this year? Of course, it can be argued that even though we had the same statistical position as the last ten years, that cotton would not bring the average price of the last ten years, due to conditions; however the conditions mean the prospective consumption of cotton, as far as cotton is concerned—nothing else.

Cotton is more generally used for more purposes than any other commodity known. For instance, there were 139 major classifications made last year by the Department of Commerce, using cotton products as a suggestion for gifts for Christmas. It is practical to use cotton in the place of a great many other commodities; it is practi-

cal to use an additional amount of cotton where it is already used, and it is practical to find new uses for cotton, where none has been used before. Take these and apply them properly over the thousands and tens of thousands of items and even 50 per cent increase does not look impossible.

The worst drawback to the increased distribution of cotton is the fact that the world has come to believe that cotton is a low grade article, and, in my opinion, without reason. Cotton can be absolutely pre-shrunk to the extent that it will shrink no more in washing. Cotton is moth proof—that is, it is not attacked by moths. Cotton stands up better in the laundry than any other fiber. The Indanthrene dye which can be best used on cotton is the fastest dye in the world and cotton can be printed or dyed absolutely sun-fast and tub-fast with this dye.

America uses a smaller per cent of their cotton crop than any other agricultural product of any appreciable size. For the last ten years, the average per cent of the total growth of the following agricultural products consumed in America was as follows: Wool, 99.55 per cent; corn, 98.26 per cent; oats, 98.11 per cent; wheat, 74.10 per cent; cotton, 45.07 per cent.

This will show that America uses a smaller amount of their growth of cotton than any other agricultural product. We cannot expect the world to appreciate cotton unless it is enthusiastically backed by the section of the world that grows the greater part of it. If you go to Brazil you will find that the people there are proud of their coffee and consume a tremendous amount of it per capita. The same thing is true of perfume and wine in France. In Germany of beer; in India of jute; in Japan of silk and tea; in China of rice and tea and in Australia of wool. "He who crieth not his ware in the street taketh them home," and if America, and especially the South does not make an effort, and a substantial effort toward the increased use of cotton by seeing that the people in our own country and the people of the world know the advantages of cotton, how can we expect other sections and other countries to take up this duty?

The cotton growers and cotton manufacturers have done less in the last ten years toward advertising and merchandising their product than the growers and manufacturers of any other raw material of proportionate size in the world.

We have a fertile field that hasn't even been scratched with which to accomplish this endeavor, and I believe the time is more opportune now than at any period of America's history. I don't believe there is a problem in this State today as important as getting a fair price for cotton, and I don't believe there is a more important problem for the nation as a whole.

The average of the textile mills in America have lost money, on an average, for the last ten years. This is a condition which is serious, and which would also be relieved by the increased use of cotton goods. The individ-

(Continued on Page 23)

*Talk made before the Atlanta Rotary Club.

Practical Textile Designing

BY THOMAS NELSON

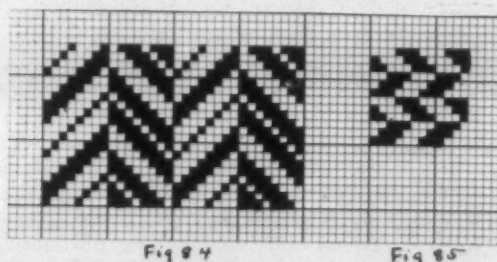
Dean of The Textile School N. C. State College

This is the seventh of a series of articles on designing by Dean Nelson, a recognized authority on the subject. The articles are extremely practical and will be found particularly helpful by the younger men who are just beginning to study designing. The eighth article will appear next week.—Editor.

BROKEN TWILLS

Broken twills have for their base the regular twills. These broken twills can be made from any twill, the object being to combine right and left hand twills and have a "clear break" where the right hand twill joins the left hand twill. By clear break is meant that the risers in the last thread of the right hand twill are directly opposite to the sinkers in first thread of the left hand twill. This causes the break. Patterns are also said to have a perfect "locking" when made in this manner, because the last thread of one section and the first thread of the other section weave directly opposite to each other and the threads lock. The term readily explains itself. Each thread is locked in that position, and it is impossible to slip it out of position.

Fig. 81 illustrates a broken twill constructed from the 2 up and 2 down twill, four threads right hand twill, four



threads left hand twill. The break of locking is clearly seen in the design. Pattern is complete on eight threads and four picks.

Fig. 82 illustrates a broken twill constructed from the 3 up and 3 down twill, three threads right hand twill, three threads left hand twill. Pattern complete on six threads and six picks.

It is not necessary to make all these designs with an equal number of threads in each section, as the number of threads can be varied. This is illustrated at Fig. 83 which is constructed from the 4 up and 4 down twill, having six threads right hand twill, and two threads left hand twill. Pattern complete on 16 threads and 8 picks. It must be remembered that the first thread beginning each section must be directly opposite to the last thread of the preceding section. Another point that must also be noticed is that the sections must be repeated until a complete pattern is obtained.

Fig. 84 illustrates a broken twill constructed from the fancy twill 3 up 3 down, 1 up 3 down, eight threads right hand twill, and eight threads left hand twill. Pattern complete on 16 threads and 10 picks.

Broken twills are often used for stripes on some other ground weave. Mercerized and rayon yarns are also used for the stripe. When made in this manner they are commonly called "herring bone" stripes. It can readily be seen that different widths of stripes can easily be obtained by varying the number of threads used. Another method of producing a good stripe for a cotton fabric is to have a thread weaving plan alternating with the thread for the broken twill or herring bone stripe. The yarn used for the stripe is heavier than the yarn used for plain, and this seems to make the twill stand out more prominently in the stripe.

These weaves can also be constructed having the break in the filling instead of in the warp. An illustration of this is given at Fig. 85 which shows the locking every three picks. Pattern complete on six threads and six picks. The changes can be varied to the same extent as in warp locking. A good weave of this order which will give a neat effect for a shirt waisting or dress goods fabric is given at Fig. 86. Pattern complete on eight threads and 16 picks. This pattern can be combined with a plain weave, and a variety of patterns can be produced by varying the colors in each case. For example, a fabric could be made 16 threads pink, 20 threads white. Filling to be white rayon or mercerized yarn. The effect of this combination will be a solid white stripe of 20 threads, and in the pink stripe the pink threads will appear on the surface for eight picks, and on the next eight picks the rayon or mercerized filling will appear on

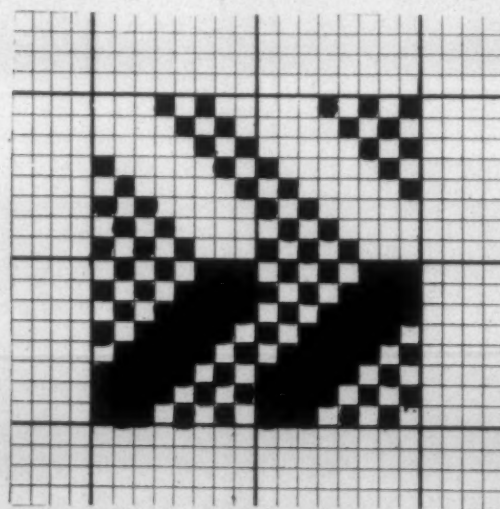


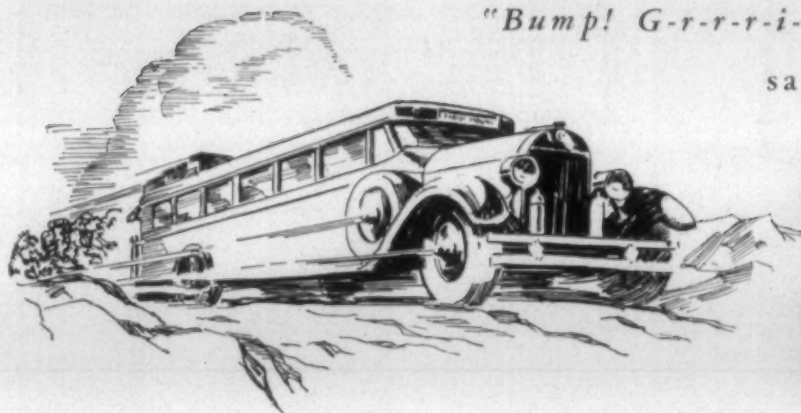
Fig 86

the surface. This gives a very pleasing effect. Other combinations could be made, such as red and white, blue and white, green and white, in fact, any combination of colors could be used. The width of the stripes could also easily be changed, and this of itself will give a new pattern.

(Continued on Page 25)

"Bump! G-r-r-r-i-n-d! Bump!"

says the bus and its engine



Waltham Speedometers—accurate under heavy vibration were forerunners of

WALTHAM PICK COUNTERS

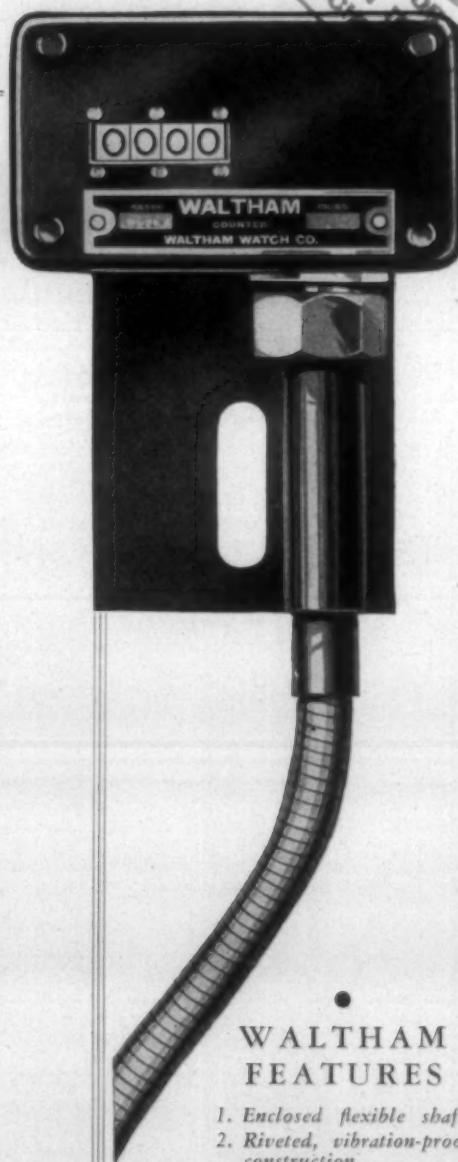
Into every Waltham Pick Counter goes Waltham's experience in making speedometers, tachometers, watches, automobile clocks—all instruments which must stay accurate despite heavy vibration. That's why Waltham Pick Counters are rugged, long-lived and dependable, even under the steady hammer of your looms.

Practically all parts are riveted—the same solid, vibration-proof construction as in the riveted steel frame of a huge building. Tested in a number of mills by months of use, on all kinds of looms, this riveted construction stays as rigid and tight as the first day it went on the machines.

Another important advantage is the enclosed, flexible shaft. It can be bent into any shape to conform to the loom set-up. And the counter can be put in any convenient place.

Pick Counters give you the only sound basis for paying operatives. They assure you the correct number of picks in the cloth. They give you a close check on production. They help you figure the cost of new fabric constructions. In short, they are a valuable source of facts essential to profitable mill management.

You can see first-hand just what Waltham Pick Counters will do in your mill—trial installations, entirely free and without obligating you, are yours for the asking. Write.



WALTHAM FEATURES

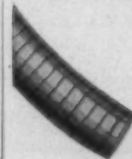
1. Enclosed flexible shaft.
2. Riveted, vibration-proof construction.
3. Backed by a 77-year experience of precision instrument manufacture.
4. One, two and three shift pick counters.

WALTHAM PICK COUNTERS

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**Mountain Dogwood and
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**"Danforth" Pure Oak Short Lap
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**AUTOMATIC
BALL BEARING**

**CALENDER
RACK**

**Guaranteed Mechanically
Perfect and Fool Proof**

The Morton Automatic Ball Bearing Calender Rack is so designed that when excessive strain is thrown against the head the head automatically unlocks at the locking plates, and relieves the strain and prevents a breakdown.

It will increase the production of your picker room by eliminating shut-downs caused by breakage. It will also improve the quality of the lap. The rollers of the Morton Rack are equipped with ball bearings which eliminates friction, thereby preventing stretched laps.

MORTON MACHINE WORKS

Columbus, Ga.

East: Joseph Barnes, New Bedford, Mass. N. C., S. C., Va. and Tenn.
Rep.: CAROLINA SPECIALTY CO., Charlotte, N. C.

PERSONAL NEWS

W. D. Clark, of Lynchburg, Va., has become cotton buyer for the Erlanger Mills, Lexington, N. C.

C. L. Leopard has resigned his position with the Hermitage Mills, Camden, S. C., and is now located in Chester.

O. M. Wright, of Lanett, Ala., has accepted the position of overseer of cloth room at the Rhodhiss Mills Company, Rhodhiss, N. C.

J. M. Smith, business manager of the Southern Textile Bulletin, who has been taking a vacation, is expected to return to the office at the end of the week.

Mr. Taylor has had a long and varied experience in processing cotton and silk fabrics and will be a valuable addition to the sales organization of The Textile-Finishing Machinery Company.

F. H. Thompson is overseer of spinning and not overseer of weaving at the Lowe Manufacturing Company, Huntsville, Ala., as reported last week. P. B. Mullins is overseer of weaving at the Lowe plant, having successfully filled that position for the past 25 years.

Wallace Taylor who has been connected with the United Merchants & Manufacturers, Inc., for the past two and one-half years is again employed in his former position with The Textile-Finishing Machinery Company, manufacturers of bleaching, mercerizing, dyeing, drying, printing and finishing machinery for textile fabrics, as sales engineer. Mr. Taylor will make the Providence office his headquarters.

W. C. Erdman, who for the past four years has been secretary and superintendent of the Elizabeth City Hosiery Mills and Avalon Hosiery Mills, Elizabeth City, N. C., has resigned to become superintendent of two hosiery mills in Reading, Pa. Charles R. Robinson, president and treasurer of the two mills at Elizabeth City is to take over the active management.

OBITUARY

FROST TORRENCE

Gastonia, N. C.—Frost Torrence, one of the most prominent business men here, died last Thursday night after an illness of several weeks. He was 63 years of age.

Mr. Torrence entered the textile business in 1905 when he purchased the Avon Mills. He was president of the mill for some years, but later sold it and purchased the Ozark Mills, being president and treasurer of that mill at the time of his death.

Mr. Torrence operated the Torrence Drug Company over a long period of years and was also interested in a number of other business concerns here. He was active in religious and Masonic affairs and one of the most highly esteemed men in Gastonia. He is survived by Mrs. Torrence and five children.

D. C. DUNN

D. C. Dunn, of Charlotte, for who a long term of years was a member of the Southern organization of the Stafford Company, shot himself to death at his home last Saturday morning. He was 52 years of age. Worry of

business affairs was given as the reason.

A native of Augusta, Ga., Mr. Dunn had lived in Charlotte since 1914. He was well known throughout the textile South, having traveled the textile territory for almost 25 years. He is survived by his wife, one son, two daughters and three brothers. He was a deacon in the Tenth Avenue Presbyterian Church, a Mason and Shriner.

MORRIS WERTHAN

Morris Werthan, president of the Werthan Bag Company of Nashville, Tenn., died Sunday night in that city following an operation for appendicitis. He was well known in the burlap market here. He owned factories in Nashville and in New Orleans. He is survived by two sons.

U. S. Testing Co. to Have Greensboro Branch

Southern laboratories for the United States Testing Company will be established in Greensboro, N. C., September 1, according to information contained in a letter received by the Chamber of Commerce.

Several buildings are being considered for location of the office and laboratories, it was indicated, although no definite information was given concerning personnel of the staff or number of employees.

The United States Testing Company has offices in several of the larger textile centers of the country. Heretofore textile plants in this section have utilized Northern laboratories for their testing work, which is largely of a technical nature, including chemical and microscopic examinations of yarns, silk threads and probably cotton.

Cotton Goods Sales Continue Quiet

By Hunter Mfg. & Commission Co.

We have had another quiet week, although sales have been slightly better than last week. The continued easing in cotton has not helped the sale of cotton goods in the primary market and retailers have been complaining about the extreme heat in many sections of the country, although they report very good business on sheer goods. As a result, we have had a better demand on many constructions of fine goods.

Retailers' stocks are extremely low and many seasonable goods are now being shipped by express. Reports on the sale of cotton goods from the large mail order houses and chain stores are encouraging and for the month of July their sales are ahead, even in dollars and cents, as compared with last July, which means a large increase in yardage.

While colored goods sales this week have not been up to the average of June, the week has shown some improvement over last and total sales have covered quite a diversity of fabrics. Most of the business has been in small orders and goods have been wanted for nearby shipment. A number of cutters still have a good many unfilled orders and are not accumulating stocks. Jobbers' stocks are also low and we are getting more encouraging reports from some of the larger concerns who are predicting that the second six months will show a considerable increase in sales. While commodity prices are very low, important merchants are quite optimistic about business this fall, particularly on clothing and necessities, and beginning almost any time now we look for a steady increase in fall buying, which has already been delayed.

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No accurate control of time or temperature required to prepare AKTIVIN-starch solutions!

AKTIVIN-S converts ordinary starch-water mixtures into "soluble starch" through chemical action, upon boiling. Each starch particle is broken down to much smaller parts. The nature of the starch is not changed. . . it is not transformed into dextrines, glucose or sugar solutions. Thus the processing does not require an accurate time and temperature control.

The smaller starch particles penetrate more easily and thoroughly, and give an even covering. These actions combined, increase the tensile strength of the thread and permit a speeding up of the loom performance.

Let us prove these facts in your mill. Send for a free sample and full instructions for the use of AKTIVIN-S, without obligation.

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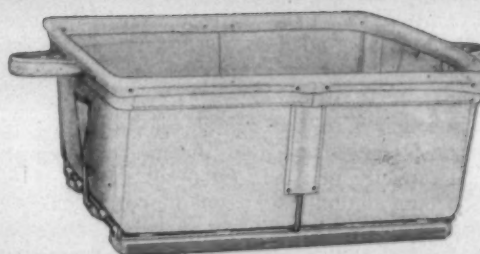
Exclusive Southern Sales Agents

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1005 West Trade St., Charlotte, N. C.



Bring on your bumps!



Dawn till dusk—day after day—treat them rough, they'll be ready. They're made for service—the hardest kind. The kind the textile industry demands. Consider the special construction—the special materials! A bottom reinforced with galvanized steel strap bands riveted to the frame both crosswise and lengthwise. Highly tempered steel frames to combat sagging, warping, bending. Top runs heavily reinforced with chrome leather. Wood parts of clear oak and maple. Casters, handles, eyelets and shoes especially designed for humps. The cover of Triumph Duck, a sturdy material made

in our mills, and designed to comply with our own severe tests.

Special and standard sizes supplied promptly. Send orders and requests for complete information to any address below.

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RAY T. JOHNSON, representing Callaway Mills, Inc., 323 South Franklin St., Chicago, M. R. ABBOTT, representing Callaway Mills, Inc., 110 Summer St., Boston, Mass.

Rayon Shortage Possible Next Fall

A noticeable increase in the demand for rayon has developed during the last two weeks of July and the feeling prevails in the trade that a shortage of yarns is possible during the autumn, it is stated in the current issue of the Textile Organon, published monthly by the Tubize-Chatillon Corporation. Because of this situation, and the fact that seasonal buying has developed several weeks earlier than usual, some producers are beginning to stock yarns in anticipation of the autumn demand.

The review for the first time gives figures showing the country's capacity for the manufacture of rayons. The capacity as of July 1, 1931, based upon their survey, aggregates 193,800,000 pounds, including capacity for 15,000,000 pounds for which machinery has been purchased and delivered, but is not as yet in operation. Of the total, 75 per cent is located in Virginia, Pennsylvania, Tennessee and West Virginia.

The review further points out that based upon a production of 56,000,000 pounds during the first half of 1931, the industry was operating at about 70 per cent of capacity. However, the rate of production at present is considerably above that level.

THE RAYON MARKET IN JULY

Sales of rayon yarn were seasonally slow during the first two weeks of July, but during the last two weeks, business has picked up considerably. This move is well in advance of the normal seasonal recovery which usually starts about the middle of August. Some customers are placing fall delivery contracts in anticipation of a rayon yarn shortage of one degree or another in the fall. There is more than a possibility that certain popular deniers of rayon will be sold out in the fall. The fact that most producers are now making yarn for stock at a rate near their capacity may be indicative of the way they feel about the situation. Talk in the market of dropping the price guarantee on graded rayon yarns is, in our opinion, mostly talk.

AMERICAN RAYON PRODUCERS' INSTALLED CAPACITY

In connection with the figures on installed capacity, the Textile Organon says that the figures given are the estimated capacity of American producers as of July 1, 1931, the compilation being based upon official figures furnished by manufacturers representing about 95 per cent of the industry. The compilation shows that the nation's capacity on July 1 was 193,800,000 pounds, including capacity for 15,000,000 pounds, for which machinery was purchased and delivered but not yet installed.

Taking the 178,800,000 pounds of installed capacity in place during the first half of 1931 (193,800,000 pounds less 15,000,000 pounds of "available" capacity on July 1st) and applying to this a normal idleness figure of 10 per cent to account for machines being repaired, cleaned, changed over, or replaced, an effective normal operating capacity of 160,000,000 pounds is obtained.

Using our estimate of 56,000,000 pounds production during the first half of this year (July issue, page 14), it appears that the industry as a whole produced yarn at a rate of 70 per cent of its operating capacity during the first six months of 1931. It is probable that the industry is now producing at a rate considerably above this level in preparation for the fall business.

The installed capacity of the various companies as of

July 1, 1931, follows (units are in millions of pounds per year):

Company and Plants	Total	Viscose	Acetate	Others
The Viscose Co.	86.0	81.0	5.0	—
Du Pont Rayon Co.	30.0	28.0	2.0	—
Tubize-Chatillon Corp.	14.8	4.3	2.5	8.0*
American Glanzstoff Corp.	14.0	14.0	—	—
Industrial Rayon Corp.	13.0	13.0	—	—
Celanese Corp. of America	11.0	—	11.0	—
American Bemberg Corp.	5.0	—	—	5.0*
American Enka Corp.	5.0	5.0	—	—
Skenandoa Rayon Corp.	3.5	3.5	—	—
Delaware Rayon Co.	2.0	2.0	—	—
New Bedford Rayon Co.	2.0	2.0	—	—
Woonsocket Rayon Co.	1.8	1.0	—	—
The Belamose Corp.	1.7	1.7	—	—
Acme Rayon Corp.	1.0	1.0	—	—
Amoskeag Mfg. Co.	1.0	1.0	—	—
Carolina Rayon Mills, Inc.	1.0	1.0	—	—
Tennessee Eastman Corp.	1.0	1.0	—	—
Grand totals	193.8	160.3	20.5	13.0

*Tubize-Chatillon—Nitro Cellulose; American Bemberg—Cupra-ammonium.

CAPACITY AND PROCESS BY STATES

(Units are Millions of Pounds Per Year)

New England	Total	Viscose	Acetate	Others
Massachusetts	2.0	2.0	—	—
Rhode Island	1.8	1.8	—	—
Connecticut	1.7	1.7	—	—
New Hampshire	1.0	1.0	—	—
Middle Atlantic				
Pennsylvania	39.0	34.0	5.0	—
New York	9.5	9.5	—	—
South Atlantic				
Virginia	45.5	35.5	2.0	8.0
Tennessee	35.5	30.5	—	5.0
West Virginia	25.0	25.0	—	—
Maryland	11.0	—	11.0	—
North Carolina	6.0	6.0	—	—
Georgia	6.8	4.3	2.5	—
Delaware	2.0	2.0	—	—
Middle West				
Ohio	7.0	7.0	—	—
Grand totals	193.8	160.3	20.5	13.0

Du Pont to Purchase Newport Dyestuff Business

E. I. du Pont de Nemours & Company has entered into an agreement to purchase the dyestuffs and chemical business of the Newport Company subject to the approval of the stockholders of the latter. The wood distillates division of the Newport Company does not figure in the transaction.

The Newport Company plants involved are at Carrollville, Wis.; New Brunswick; and Passaic, N. J. It is the intention that this additional dyestuffs and organic chemical business shall be consolidated with the dyestuffs business of the du Pont Company. It is also the intention that the policies and operations of the acquired industries shall be continued substantially as heretofore.

Newport has been an outstanding contributor to the upbuilding of the American dyestuffs industry and its activities along many important lines of research, development and production have been conducted most successfully. The combined facilities of the consolidated organizations will enable the du Pont Company offer an even better service to the consumers of dyes and organic chemicals.

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*No CALENDER can
be better than the
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The superior finishing qualities of Perkins Calender Rolls are the natural result of the longest and broadest experience in this highly specialized field of manufacture.

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SOUTHERN TEXTILE BULLETIN

Member of
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Contributions or subjects pertaining to cotton, its manufacture and distribution, are requested. Contributed articles do not necessarily reflect the opinion of the publishers. Items pertaining to new mills, extensions, etc., are solicited.

Private Estimates

Numerous private cotton estimates have been made as usual prior to the Government estimate of August 1st.

Among these estimates we note the following:

Clement Curtis	13,981,000
Fairchilds	14,327,000
Fossick	14,150,000
McFadden	14,218,000

Mill men are influenced by these and other estimates and should have some means of determining the amount of reliance which can be placed in the estimate of any firm.

In order to furnish such information we compiled the private cotton estimates from 1925 to 1930 and published them in the 1931 edition of Clark's Textile Year Book and Directory.

From that compilation we cite the following private estimates of August 1st and compare them with the ultimate crop.

AUGUST 1ST, 1925 ESTIMATES

Clement, Curtis	13,800,000
Fairchilds	13,579,000
Fossick	14,333,000
McFadden	13,825,000
Ultimate crop	16,103,679

AUGUST 1ST, 1926 ESTIMATES

Fairchilds	14,732,000
Fossick	14,900,000
Ultimate crop	17,977,000

AUGUST 1ST, 1927 ESTIMATES

Clement, Curtis	14,418,000
Fairchilds	12,863,000
Fossick	14,700,000
McFadden	12,800,000
Ultimate crop	12,956,000

AUGUST 1ST, 1928 ESTIMATES

Clement, Curtis	14,894,000
Fairchilds	14,973,000
Fossick	14,280,000

McFadden	15,190,000
Ultimate crop	14,477,000

AUGUST 1ST, 1929 ESTIMATES

Clement, Curtis	15,810,000
Fairchilds	15,442,000
Fossick	15,419,000
Ultimate crop	14,821,000

AUGUST 1ST, 1930 ESTIMATES

Clement, Curtis	14,005,000
Fairchilds	15,004,000
Fossick	13,749,000
Ultimate crop	13,753,000

As the season advances it will be of advantage to note the record of reliability of the various private estimates.

Clark's 1931 Textile Year Book & Directory (price \$3.00) contains a mass of information and statistics relative to cotton, cotton goods, spindles, looms and knitting machines. It also contains a complete directory of Southern textile mills.

Under conditions such as exist today every manufacturer should have readily available information and statistics dealing with every phase of his business.

Clark's Year Book will be found invaluable to those in the textile industry who wish to keep well informed.

Use Cotton Bagging

It is encouraging to note that the number of mills that have agreed to purchase cotton baled in cotton bagging instead of the jute bagging is increasing weekly. It is known that 125 mills have already agreed to the plan and we are sure that the number will steadily increase. While the mills agree to pay for 7 pounds additional on each bale, they are really getting as much cotton, by net weight, as under the usual allowance for tare. In other words, the use of the cotton bagging costs the mills nothing.

Cason J. Callaway, president of the American Cotton Manufacturers Association initiated the movement in connection with the work which the Association is doing to increase the use of cotton products. Mr. Callaway is doing a fine work in calling attention to need of increased cotton consumption and is being given real assistance by the members of the Association.

The mills that have already announced they will use cotton covered bales, it is estimated, will increase cotton consumption by 35,000 bales. It is easy to see how greatly cotton consumption would be increased if all of the mills would co-operate in this particular movement.

A great many mill men are complaining about the size of this year's cotton crop. The crop is already here and nothing can be done about it

now. Cotton consumption can be increased and it is distinctly up to the cotton manufacturers and the cotton farmers to help use it up. The manufacturers cannot expect the movement to increase cotton uses to be successful unless they do their full share.

We hope that the mills that have not already planned to purchase cotton that is baled in cotton fabric will appreciate the fact that they can help themselves and the whole South by joining with the movement.

Thinks France Selfish

One of our readers, who has spent much time in Europe, writes us as follows in regard to our recent editorial regarding France.

I read your editorial regarding France in the July 23rd issue of Southern Textile Bulletin and was profoundly impressed with the true and just manner in which you described the actual facts.

I have lived in Europe altogether four and one-half years and only returned last Christmas from a two and one-half years' sojourn in Europe. My impartiality is proven by the fact that the French have never done any thing to me personally that I disapproved of, however, all that you published is a well known fact among the conservative American business men in Europe. That of course does not include the idle rich, most of whom are eminently selfish and who like to be robbed by the French.

Personally I can not possibly understand why the Government of the United States of America and of Great Britain allow the French to endeavor to gobble up the earth and why do they swallow with a smile that infamous French camouflage they call friendship.

I would very much appreciate two copies of July 23rd issue of Southern Textile Bulletin if you can spare them. Thanking you for your courageous stand in the matter and with best wishes.

Labor's Opposition to Communism

We note with interest the following newspaper dispatch:

L. E. Brookshire, of Greenville, president of the South Carolina Federation of Labor, yesterday wired the American Legion Convention in Charleston that the State labor body is heartily in accord with any constructive policy the Legion group adopts against Communism.

Of course, Mr. Brookshire is opposed to the Communists. Did they not organize unions in South Carolina last year and pocket a lot of initiation fees and dues which he thinks should have gone into the pockets of the regulars.

The opposition of the American Legion to the Communists arises from patriotic motives, while that of the American Federation of Labor and the United Textile Workers arises from a desire to eliminate a competitor.

Albert Weisbord and the Communists were welcome members of the United Textile Workers until a row arose over the collection of dues.

English Mills Consolidate

Reports from England show that the joint committees of the cotton trade organizations are making good progress in reorganizing the textile industry. The plan has been under way for some time. It involves 1,600 firms having a total capital stock of \$500,000,000.

A news dispatch from Manchester says:

Already the gigantic Lancashire Cotton Corporation has consolidated itself with a capitalization of approximately \$22,000,000. It controls 87 companies, 10,000,000 spindles and several thousand looms. Another huge organization, the Combined Egyptian Mills, has been formed.

The spinners have been organizing voluntarily, but the manufacturers are reluctant and in some cases hostile. Pressure is being exerted by the government, and rationalization on a big scale is about to be undertaken.

Six textile machinery companies, with issued capital of approximately \$36,918,220, have arranged to amalgamate as soon as their respective stockholders give their approval. Several Manchester cotton shippers are preparing to combine for the purpose of competing more effectively in the Far East against foreign competition.

By pooling their resources they plan to cut down overhead expenses and with better transportation rates expect to be able to lower the prices of their products for delivery in the eastern trading centers.

The reorganization will be based upon the principle that output should be more closely related to the shrinkage in demand.

Coincides With Our Position

In commenting editorially upon the article contributed to our issue of July 2nd by L. A. Tatum, the editor of the Charlotte News says:

The duty of the school is not to teach religion, but to instruct in reading, writing, arithmetic and other allied subjects: to train the useful mind, to maintain discipline and to leave more intimate matters up to the parents of the children, who possess, as they should, the real authority.

If the first words of this statement had been, "*The duty of the college is not to teach atheism and communism,*" it would have conformed entirely with our oft expressed coincides.

Many college professors spend most of their time seeking to weaken the effect of home training and destroy the ideals of the students.

Manufacturer Retires With \$100,000

The following is contributed by Hugh Clark, of Waco, Texas:

"A cotton mill owner retired the other day with \$100,000 to his credit. When asked the secret of his success he replied:

"I attribute my ability to retire with a \$100,000 bank balance, after thirty years as mill owner, to close application to duty, pursuing a policy of strict honesty, taking good times with bad, always practising rigorous rules of economy, and to recent death of a relative who left me \$99,999.95."

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MILL NEWS ITEMS

ANDERSON, S. C.—Contract for the re-wiring of the second story of the Appleton Manufacturing Company plant here, has been awarded the Webb Electric Company, of this city, and will require some three months for installation. The re-wiring of the upper story was made necessary by reason of the replacement of the roof of the plant, which work is now under way.

MARION, N. C.—The McPar Hosiery Mill, of Marion, has just completed the installation of 22 new knitting machines, seven ribbers and seven loopers. This new equipment will increase the capacity of the plant approximately 150 dozen pairs of socks daily, giving the enlarged plant a weekly capacity of 3,500 dozen pairs. The operating personnel of the plant was increased about 20 per cent.

COLUMBUS, GA.—Work of installing 1,060 new Model X Draper looms at the Bibb Manufacturing Company is under way. The looms will be used to produce wide a range of fabrics from standard sheetings and drills to print cloth constructions and broadcloths, in both carded and combed goods. The looms are being installed in the space formerly occupied by the heavy looms that were used to make square woven tire fabrics for the old type high pressure tires. When the balloon tire was developed, the looms for making square woven tire fabric became obsolete and are therefore being replaced with the new looms.

HUNTSVILLE, ALA.—The Margaret Mill, oldest cotton mill establishment in Huntsville, is being offered at public sale under mortgage foreclosure proceedings on August 31. The mill employs upward of 200 and has been in constant operation on part time during the last several months under the management of Walter M. Wellman. The mortgage was executed to Shelby S. Fletcher and Robert E. Spragins, of Huntsville, who have been financially interested in the enterprise for many years.

The property to be sold includes the mill plant and warehouses on Jefferson, Union and Washington streets with all appurtenances and improvements and a mill village on the outskirts of the city.

SPARTANBURG, S. C. — Stockholders of the Arcadia Mills, at a called meeting, voted unanimously to adopt a plan for funding the company's floating indebtedness, proposed by the management, with one minor change.

This plan calls for an exchange of preferred stock, now outstanding, for the shares of a new \$880,000 issue bearing 7 per cent. The new issue will carry voting privileges.

Approximately 85 per cent of the preferred and common stockholders of the mills were present and voted unanimously for the plan.

Reports of the mills condition were presented and adoption of the management's plan calling for the exchange of old preferred stock for the new, which bears interest on unpaid dividends, provides for a sinking fund of 20 per cent of net earnings to retire stock, permits the placing of long term debts such as funding current debts, is callable by the company at \$110 per share, and the dividends on which are payable quarterly, followed.

MILL NEWS ITEMS

GASTONIA, N. C.—The Walker Engineering Company, textile engineers recently awarded the contract for remodeling and re-arranging the interior of the Priscilla Mill plant, which will house Hampton Textiles, Inc., a large new mercerizing and finishing plant to be opened here in the fall, began work this week on the Hampton project. Plans for the work have been approved by mill officials.

The work involves a completely new arrangement of the Priscilla machinery so as to make room for the installation of the new finishing and mercerizing machinery.

Jerry W. Walker, president and general manager of the Walker Engineering Company, is a Gastonia man, but up to recently had maintained his office in Atlanta, and later in Charlotte. He recently moved his headquarters to Gastonia, and maintains offices at 519 Commercial Bank building.

BURLINGTON, N. C.—In addition to the weave room of the Aurora Mills previously leased, it has been learned that another deal has been closed and a considerable portion of the balance of this mill property has been leased by industrial interests headed by J. Spencer Love.

This new lease includes the finishing building on Webb Avenue which is now being remodeled to house the plant of the new Burlington Dyeing & Finishing Company, recently organized to do piece dyeing for the Burlington Mills group. In connection with this a modern dye house has been built adjoining this building in the rear of the property.

The report has been confirmed that executive offices of the Burlington Mills industries, now in the North Carolina building on the corner of Main and Davis streets, will be moved to the office building of the former Aurora Mills which is part of the property leased. The auditing and purchasing departments will be moved this week and other departments will be moved the latter part of August after extensive remodeling has been completed.

This remodeling was started this week, contract having been let to S. J. T. Lutterloh, a local contractor.

NEWTON, N. C.—The foreclosure sale of units of the Clyde Mills, Inc., of Newton, on August 31, was authorized in an order signed in Asheville Friday by Judge E. Yates Webb, of the western North Carolina district federal court, Judge Webb appointed James McClamroch, Jr., Greensboro attorney, as special master to conduct the sale to satisfy a bonded indebtedness of \$600,000.

Sale of the property will be conducted as part of the equity proceeding started in the western North Carolina district by the Marine Midland Trust Company, of New York City, trustee for the bondholders, against Clyde Mills, Inc., owners of cotton mill plants at Newton and Troy. The petitioner was named trustee in the indenture under which \$600,000 in bonds against the Newton units of the Clyde Mills, Inc., were issued about five years ago. Default has been made in payments on the indebtedness, and the trustee instituted the equity action to foreclose the Newton property.

The mill plants involved in the proceeding are units of the old Mecklenburg mills chain, which became financially involved several years ago. However, only the plants at Newton are to be sold by the special master.

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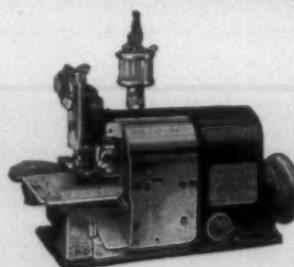
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MILL NEWS ITEMS

Judge Webb's order specified that the bidding on the property must not start for a figure under \$155,000 cash or \$175,000 in bonds. The sale will be subject to further orders of the court, and a hearing on the confirmation or rejection of the offer will be held in chambers by Judge Webb in Asheville on September 4.

BURLINGTON, N. C.—The United States Capital Corp., of 185 Devonshire street, Boston, will acquire control of the Whitehead Hosiery Mills, Inc., and the Mohawk Hosiery Mills, Inc., of Burlington it was announced. The two firms that will be purchased show combined net earnings, after depreciation and taxes, of \$131,315, for 1930.

Mohawk was incorporated in 1923 with a capital of \$50,000, while Whitehead was incorporated in 1927 at \$100,000. R. H. Whitehead is secretary and treasurer of both mills, which make men's half hose. The former operates 100 knitting machines, the latter operating 215. M. W. McPherson, president of Mohawk, is also president of the Peerless Hosiery Mills of Burlington, which also makes men's half hose, operating 25 machines. Whether Peerless is included in the sale is unknown.

The buying of the Whitehead and Mohawk organizations is the 12th acquisition of United States Capital Corporation in the last eight months and marks its entry into the low-priced hosiery manufacturing field.

HIGH POINT, N. C.—The Adams-Millis Corp. and subsidiaries, report for the six months ended June 30, 1931, net profit of \$451,620 after depreciation, estimated State and Federal taxes, provision for contingencies of \$59,000, and loss on sale of bonds, interest, etc., equal, after first preferred dividends paid for quarter ended April 30, last, to \$2.69 per share on the 156,000 shares of no par common stock outstanding.

This compares with a net profit of \$413,070, or \$2.15 per share on the same number of shares reported in the corresponding 1930 six months and net profit of \$442,-

060, or \$2.32 per common share shown in the same 1929 period.

Net sales to customers during the six months ended June 30, 1931 totaled \$3,524,395, compared with \$3,713,005 in the same 1930 period with \$3,345,838 in the 1929 period.

The balance sheet of the Adams-Millis Corp., including subsidiaries, shows inventories, not in excess of cost or market, of \$575,084, on June 30, last, compared with \$710,771 at the same time a year ago and \$591,814 at the beginning of the current year.

Current assets of \$2,712,090 are shown against current liabilities of \$208,622 at the half year mark.

In a notation by Ernst & Ernst, accompanying the balance sheet, the Adams-Millis Corp., at June 30, 1931, had ordered additional machinery to cost \$76,250 on which an advance of \$20,625 had been made. The officers had been authorized to expend \$250,000 on an additional building and machinery.

On February 1, 1931, the Adams-Millis Corp. retired the remaining \$192,200 of its second preferred stock at par, in accordance with the preferred stock agreement.

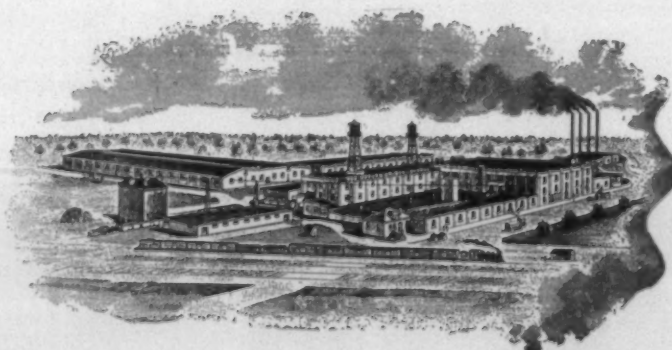
The School and Crime

Many a complaint has been made of the imperfections of the public school system in this State but never one, perhaps such as originates in an article by L. A. Tatum in the Southern Textile Bulletin for July 23, in which the author proceeds to develop the thesis that, since the increase of public education in this State has been accompanied by a corresponding increase in crime, our public schools cannot escape a large measure of blame for the more widespread immorality.

Citing figures for 1916 and contrasting them with those for the year 1930, Mr. Tatum points out the admittedly-tremendous increases that have taken place in the State's prison population as well as the decrease of illiteracy as well as the decrease of illiteracy among that group. He states, on the one hand, that the cost of public education has increased since the earlier date by 648 per cent, proceeding then to draw an inferred analogy from a corresponding increase of 576 per cent in the number of prisoners.

Too lengthy to reproduce here in full, the gist of the

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article may perhaps be gathered from the following quoted paragraphs:

"Modern educators are wont to throw the blame for the increase of crime on the American home. There are two weighty reasons why they cannot thus escape their own responsibility in the matter. In the first place the children from the age of 6 to 16 are virtually under the control of the State. They spend most of their waking hours either in public school, or in the discharge of tasks which the public school imposes on them. Home is apt to be little more than a place where they eat and sleep. The public school monopolizes the child's working day, crowding out the home and the church, so that these agencies have only the child's time which ought to be given to rest and restoration. If children grow up morally wrong, that agency which has the largest opportunity to influence and train them cannot escape its full measure of responsibility for their moral delinquency.

"In the second place our homes and the parents within our homes are in a very real sense a product of public school education. Public education is not wholly excusable to the moral welfare of their children. These parents are in most cases a product of the public school system. If the public schools had not so nearly deleted religion from the educational program, possibly present-day parents might be more conscientious in these momentarily important matters. Worthy parenthood demands a religious foundation, a sense of the Deity and the individual's responsibility to Him. In too many cases our public schools done nothing to develop such a sense and by their purely secular program have done much to destroy it where it was struggling to find a place in life and conduct."

We do Mr. Tatum the justice to believe that he does not intend to ascribe the increase in crime to the reduction in illiteracy, but, rather, to call attention to the fact that the criminal proportion has not reacted favorably to the advance of public education. Even so, his choice of dates is unfortunate in that he has chosen a pre-war and a post-war era to contrast on the basis of literacy, when, as a matter of hard fact, there are so many other factors entering into such an equation that it proves very little at all.

There is the added change induced by national prohibi-

tion, resulting not only in Federal policing but in a tightening of local and State regulations and in removing almost every source of liquor supply except those that are properly under the jurisdiction of local officers and courts. That undoubtedly has contributed immeasurably to moral delinquency and to the overflow among our prison population.

It may be entirely true, as the gentleman states, that the public schools, charged with the care of the child through most of his youthhood, is delinquent in its responsibility to the point where it breeds immorality, but we shall continue to disbelieve it. The duty of the schools is not to teach religion, but to instruct in reading, writing, arithmetic and other allied subjects; to train the youthful mind, to maintain discipline, and to leave more intimate matters up to the parents of the children, who possess, as they should, the real authority. Any other view of the matter threatens family rights.—*Charlotte News*.

Cotton Consumption Must Be Increased

(Continued from Page 11)

ual without direct or indirect interest in cotton would be benefitted, since this fiber is found to be economical and practical for new purposes every time that any attention is given to the subject. Why cotton is given a bad name, which it deserves, I can give no reason, except that it is an economical fiber. You see articles advertised guaranteed all wool; guaranteed all leather; guaranteed pure silk or sterling silver. I would like to see some advertisements guaranteeing 100 per cent cotton. I would like to see the cotton manufacturers take such pride in their product that this label would be a commendable one. I would like to see the cotton growers take such pride in their product that they would insist on 100 per cent cotton, wherever possible. I would like to see the people of America take such pride in their world position on the growth of cotton and in the merit of this great fiber, that they would enjoy knowing that many articles that administer to their comfort and happiness are made of cotton, or partly of cotton. I would like to see cotton come into its own, and take the place in our daily lives, in our comfort and in our pleasure that it so richly deserves.

GUILLET'S (I.T.) ROLLERNECK



Only way to permanently stop that uneven yarn and end breakage caused by loose necks on your front or back rolls.

Let us prove it by reworking a frame of your rolls on approval with our guarantee

Installations and endorsements from 100 cotton mills.

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Oil stained yarn—a waste of good cotton, can be avoided. Many of the foremost mills in the country now use NON-FLUID OIL, because it stays on Roll Necks, instead of creeping out and spreading on rolls.

NON-FLUID OIL gives better and more dependable lubrication at less cost per month. It reduces lubricant and labor cost and corrects bearing wear which leads to uneven alignment and poor production.

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Finishers' Equipment Expense Is Increasing Constantly

(Continued from Page 7)

what is of greater menace, very much in the direction of deceiving consumers. Ultimately, there is going to be a very grave deceit about colors on textiles, and it has been held in check very largely because it is not yet widely known that producers can supply fast colors if the trade will pay for them. The consumer actually does pay and does not always get what he pays for.

HOW TO SECURE FAIR PRICES

In the present period of price cutting for other than competitive reasons he is a very wise man in industry who can be of use in pointing out the way for securing fair prices for either merchandise or trade service. Co-operative competition, ruthless competition, or just plain selling at a loss to punish some other fellow, have all proved worthless as a means of stabilizing values. No one will pay another a fair price persistently unless he is asked for it. So that the first step should be to learn what a fair price is and then put it before the buyer. Then the price must be insisted upon, reasonably. Willingness to pass unprofitable business is suggested as a sine qua non put into practice for a definite six months' trial and proof of all price making. The fact that these methods were effective in two out of three known instances will be of interest. A small proportion of regular patronage was lost, but it was more than regained elsewhere because of the maintained high quality of the work done by the finishers who tried this common sense system.

Everybody's Business

(Continued from Page 10)

covery probably will be the rapid spread of pipe systems, the development of radio and television, and the speedy creation of an immense network of air lines. The modernizing of antiquated dwellings will likely take on the form of a national movement and will release a vast volume of capital frozen in old houses which were rapidly going down hill and carrying land values with them. Home modernizing will snatch whole neighborhoods from the real estate junk heap, restore sound investment values and bring a marked revival of "community spirit." The construction of new houses is not the only remedy for stagnation in the building industry.

A similar situation exists in nearly all of our major fields of enterprise. A recent survey disclosed that no less than 48 per cent of all the machinery of our metal-working industries was obsolete. While Europeans are equipping their plants with the best of machinery, much of which was manufactured here, many American corporations are drifting into a condition where their factory equipment is less effective. This policy followed for years would be ruinous. Right now vast sums are urgently needed for the rehabilitation of hundreds of plants. Half of the equipment of the manufacturers of agricultural machines is out-of-date, and more than 70 per cent of the equipment of railroad repair shops and the makers of typewriters is obsolete.

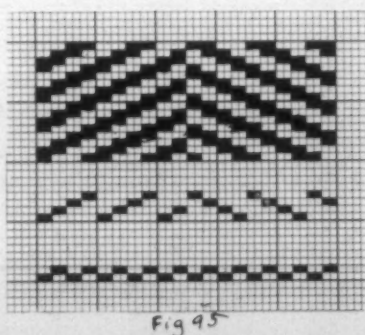
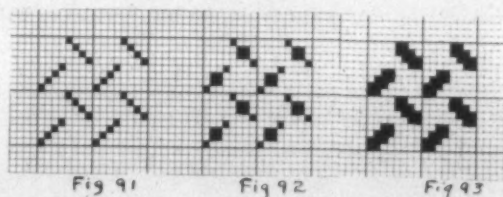
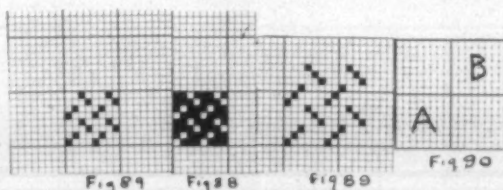
There is no greater nonsense than the idea that American business will continue for long in its current state of inaction. Soon the whole world will snap out of its present industrial coma. The things we now fear will lose their terrors. Engineers in China, India, Australia, Africa and South America will be poring over blueprints showing plans for new highway projects. Following the construction of these new roads will come the forces of capital. Automobile makers will tax their facilities in supplying the motor-car demand.

The changes for men and women of superior ability are greater today than they were two years ago when mediocre executives were carried along to success on the prosperity tidal wave. The ones who profit from current opportunities will not be those timid souls who are sitting idly waiting for unmistakable evidences of a return of sound business health.

Practical Textile Designing

(Continued from Page 12)

Another class of broken twills is illustrated at Fig. 87. This is the regular four harness broken twill, filling flush. Two threads are run to right and two to left. Pattern complete on four threads and four picks. Fig. 88 illustrates the four harness broken twill, warp flush. Pattern complete on four threads and four picks. This twill is also often called a broken sateen, and the warp flush is used extensively for stripes in cotton goods. Fig. 89 illustrates the broken twill constructed from the 1 up and 5 down twill. Pattern complete on six threads and six picks. In each of these effects it will be noticed that the number of threads in the base twill has been divided in two sections. The number of small squares required for the base twill is divided into four sections, as illustrated at Fig. 90. In Section A, the first section of base



weave is inserted from left to right. In Section B, the second section of the base weave is inserted directly opposite to the first section, or from right to left. Fig. 91 is another illustration, using the 1 up and 7 down twill for base weave. Pattern complete on eight threads and eight picks. These patterns can be further ornamented by additional risers, as illustrated at Fig. 92 and Fig. 93.

Fig. 94 illustrates a design for shirt waist fabric constructed entirely from the 2 and 2 twill weave arranged to give a broken twill effect. The threads are drawn through the heddles two in an eye. Fig. 95 shows the drawing in draft and reed plan. The chain plan is an ordinary 2 and 2 twill weave.

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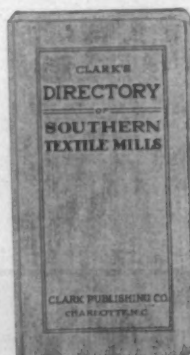
Pacific Coast
Headquarters:
San Francisco



Branches and
Warehouses:
Los Angeles, Portland,
Seattle

Clark's Directory

OF SOUTHERN TEXTILE MILLS



Gives capital, number of machines, officers, buyers, superintendents, kind of power used, product and telephone number, of every Southern Cotton Mill. Also contains sections: "Hints for Traveling Men," and Clark's Code Word Index.

Printed on thin paper, cloth bound, pocket size.

Two Revisions Yearly keeps this Directory Accurate and Complete. A copy should be in the office of every concern which sells to Southern Textile Mills and in the pocket of every

Salesman who travels this territory.

Current Edition: July, 1931

Price \$2.00

Clark Publishing Co.

Charlotte, N. C.

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150—12x36 seamed cans.
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Also Winston-Salem, N. C.

Evaluating Adversity

(Continued from Page 6)

He wants an opportunity to learn his livelihood, and it is to this phase of the question that I am addressing these remarks.

Our public schools, our State and National organizations, our State and National administrations, our social teachers must emphasize more and more upon the great groups with which they come in contact, the art of making a living and the beautiful theory of living rather than the attitude of awaiting some Macawber like event to turn up whereby they can through some mysterious movement get something which their industry, brains, thrift or individual efforts have not earned or merited. The nation, through its leaders, must incorporate social and industrial plans which will utilize the raw products and efficiencies of all of our potential labor and convert it into social and economic assets.

We must study the demands for cotton, create new demands and extend its uses. The phase of the work happens to be the purposeful effort of the American Cotton Manufacturers Association this year. President Callaway has already offered several potent suggestions for extending its uses, such as cotton uniforms for working people, producing sanitation and reducing accidents; having starch packed in cotton bags; wrapping cotton bales in cotton; using cotton belting for various types of machinery, particularly in cotton mills.

Charles K. Everett, head of the New Uses Department of the Cotton-Textile Institute, recently stated that twelve million square yards of cotton are now being used in bill boards and outdoor advertising. Cotton stationery, cotton for building roads and dozens of other industrial uses that heretofore have been overlooked are now extending its uses.

We must produce cottons in qualities and quantities and in range that can be sold at such prices that the great consuming public from the richest to the poorest can avail themselves of its virtues and values.

Finally, we have learned that this depression can be cured by no one man. It is a great democratic undertaking. It is almost an international undertaking. It will be cured by all working together and making adjustments in terms of the common economic laws that have not been changed. Honor, integrity, character are still the abiding words governing all undertakings. Frozen credits may have helped to hold the depression here; frozen confidence delays the coming of better times. The increase in speed and the annihilation of space draws us closer together nationally and internationally. Our circles constantly grow larger, our responsibilities, therefore, become greater. Selfishness must become more and more replaced by a co-operative spirit, which, to me, seems to be the great dynamic force in future world progress.

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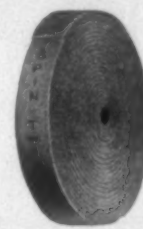
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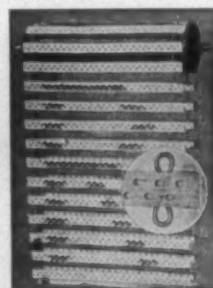
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COTTON GOODS

New York.—The cotton goods markets were quiet during the week although the volume of business was slightly better than during the previous week. The further declines in cotton prices checked demand and buyers showed little interest in larger orders. Most of the business done was for filling in purposes, the average order being small.

Prices on print cloth dropped back to the low point reached in June, but lower prices failed to stimulate buying. It is not expected here that the market will show any marked change this week. Buyers are inclined to await the government crop report before going further with their future needs.

A moderate amount of business was done in two print cloth constructions for spot delivery. Smaller sales of other constructions were also made. Spot and nearby business in sheetings was a little better, numerous small orders being filled at $\frac{1}{8}$ c price reductions. A light interest in drills and twills was reported. Carded broadcloths eased. Practically all of the business done in Worth Street was for spot and nearby delivery, and apparently represented the actual needs of consumers who had long staved off buying in a falling market. There was little tendency to contract ahead, however, as confidence was still lacking.

Narrow sheeting production has been cut down very sharply and prices have been somewhat steadier on low levels.

Buyers are not making long commitments on any lines of staple goods. Filling-in demands have been steadier for sheets and pillowcases, domestics and towels, and there has been a moderate amount of business placed on bedspreads to be made. Some further business has come forward on duplicate orders for fancy flannels for cutting trades.

Cotton goods prices were quoted as follows:

Print cloths, 28-in., 64x60s	35 $\frac{1}{8}$
Print cloths, 27-in., 64x60s	3 $\frac{1}{2}$
Gray goods, 38 $\frac{1}{2}$ -in., 64x60s	5
Gray goods, 39-in., 68x72s	5 $\frac{3}{4}$
Gray goods, 39-in., 80x80s	6 $\frac{3}{4}$
Brown sheetings, 3-yard	6 $\frac{1}{4}$
Brown sheetings, standard	6 $\frac{1}{2}$
Brown sheetings, 4-yard, 56x60s	6
Ticking, 8-ounce	14
Denims	11
Dress ginghams	12 $\frac{1}{2}$ -13 $\frac{3}{4}$
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YARN MARKET

Philadelphia, Pa.—In spite of the further drop in cotton, yarn markets were fairly active last week. A number of contracts covering moderately large quantities were placed and the volume of small order business was fairly large. Inquiry for spot and nearby yarns continued good. Many buyers would not consider future business on account of the cotton market situation. Prices showed a good deal of irregularity. Some of the larger spinners have kept prices up and refused business at the lower levels heard of in some quarters.

While business has been limited, there has been a considerable increase in the shipment of yarn on past orders and a number of spinners have for some weeks past been shipping more yarn than they have produced. In spite of some reports to the contrary, night operations by Southern spinners have been materially decreased in the past month and are now at the low point of the year.

The trade here looks for improved business in August. Just now, with raw materials in a very unsettled state and the general disposition to await the crop report on the 8th, it is not believed that business will show any marked change for the next two weeks.

There was a fair business during the week in carded weaving yarns. Knitters took small quantities for prompt shipment. In some cases, concessions were reported and in others full spinners prices were said to have been paid. Further information this week again shows that yarn stocks are very low in consumers hands and that the mills are also carrying small stocks. Most yarn houses in this market are confident of a good demand for fall trade and believe that it will develop earlier this year than is usually the case.

There has been very little business in combed and mercerized yarns. Small supplies for nearby delivery were ordered, but no large business was reported. Combed yarn spinners are operating on a very conservative basis and stocks are understood to be on a very healthy basis. Specifications on hosiery yarns continued to come in slowly from the knitters and shipments last week were limited. Combed prices were quoted without change, but a good deal of variation was reported.

Southern Single Skeins		26s	23½
10s	18	30s	25
12s	18	40s	32½
16s	18½	40s ex.	34
20s	19	50s	41
26s	22½	60s	47
30s	24		
Southern Two-ply Chain Warps		Duck Yarns 3, 4, and 5-ply	
8s	17½	8s	18
10s	18	10s	18½
12s	18	12s	19
16s	19½	16s	20
20s	19½	20s	20½
24s	23		
30s	25		
36s	31½		
40s	33		
40s	33		
40s ex.	35		
Southern Single Skeins		Carpet Yarns	
8s	17½	Tinged Carpet, 8s, 3 and 4-ply	16½
10s	17½	White Carpet, 8s, 3 and 4-ply	17½
12s	18	Part Waste Insulating Yarn	
14s	18	8s, 1-ply	15½
16s	18½	8s, 2, 3 and 4-ply	16
20s	19	10s, 1-ply and 3-ply	16½
24s	22	12s, 2-ply	17
26s	22½	16s, 2-ply	18
28s	23	20s, 2-ply	19½
30s	24	26s, 2-ply	22
Southern Two-ply Skeins		30s, 2-ply	23
8s	17½		
10s	18		
12s	18		
14s	18½		
16s	19½		
20s	19½		
24s	23		

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Following are the addresses of Southern plants, warehouses, offices, and representatives of manufacturers of textile equipment and supplies who advertise regularly in the SOUTHERN TEXTILE BULLETIN. We realize that operating executives are frequently in urgent need of information, service, equipment, parts or materials, and believe this guide will prove of real value to our subscribers.

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AKTIVIN CORP., The, 50 Union Square, New York City, Sou. Rep.: American Aniline Products, Inc., 1003 W. Trade St., Charlotte, N. C.

ALLIS-CHALMERS MFG. CO., Milwaukee, Wis. Sou. Offices: 1102 Lexington Bldg., Baltimore, Md.; 905 Electric Bldg., Richmond, Va.; 1104 Healey Bldg., Atlanta, Ga.; 701 Brown-Marx Bldg., Birmingham, Ala.; 1116 Johnston Bldg., Charlotte, N. C.; 1124 Canal Bank Bldg., New Orleans, La.; 2412 Pinehurst Blvd., Shreveport, La.; 1515 Sante Fe Bldg., Dallas, Tex.; 1126 Post Dispatch Bldg., Houston, Tex.; 524 Alamo Nat'l Bk. Bldg., San Antonio, Tex.

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CLINTON CORN SYRUP REFINING CO., Clinton, Iowa, Sou. Reps.: J. W. Pope, Box 490, Atlanta, Ga.; Luther Knowles, Hotel Charlotte, Charlotte, N. C.

CROMPTON & KNOWLES LOOM WORKS, Worcester, Mass. Sou. Office: 301 S. Cedar St.; S. B. Alexander, Mgr.

CURTIS & MARBLE MACHINE CO., Worcester, Mass. Sou. Office: Woodside Bldg., Greenville, S. C.; Walter F. Woodward, Mgr.

DARY RING TRAVELER CO., Taunton, Mass. Sou. Rep.: John E. Humphries, P. O. Box 843, Greenville, S. C.; Chas. L. Ashley, P. O. Box 720, Atlanta, Ga.

DIXIE SPINDLE & FLYER CO., Charlotte, N. C. A. M. Guillot, Mgr.

DRAKE CORPORATION, Norfolk, Va.

DRAPER CORPORATION, Hopedale, Mass. Sou. Rep.: E. N. Darrin, Vice-Pres.; Sou. Offices and Warehouses, 242 Forsyth St., S.W., Atlanta, Ga.; W. M. Mitchell; Spartanburg, S. C.; Clare H. Draper, Jr.

DRAPER, E. S., 1522 E. 4th St., Charlotte, N. C. Sou. Reps.: H. B. Bursley, K. A. Simmons and R. A. Wilhelm, Charlotte Office.

DU FONT RAYON CO., 2 Park Ave., New York City, Sou. Plants: Old Hickory, Tenn.; A. Kunsman, Mgr.; Richmond, Va.; Shaddock, Mgr. Sou. Reps.: F. H. Coker, Dist. Sales Mgr., 611 Johnston Bldg., Charlotte, N. C.; F. F. Hubach, Dist. Sales Mgr., 609 Provident Bldg., Chattanooga, Tenn.

DU FONT DE NEMOURS & CO., E. L., Wilmington, Del. Sou. Office, 302 W. First St., Charlotte, N. C.; John L. Dabbs, Mgr. Sou. Warehouse: 302 W. First St., Charlotte, N. C.; Wm. P. Crayton, Mgr. Sou. Reps.: D. C. Newman, L. E. Green, H. B. Constable, Charlotte Office; J. D. Sandridge, 1021 Jefferson St., Greensboro, N. C.; B. R. Dabbs, 715 Provident Bldg., Chattanooga, Tenn.; W. H. Ivey, 111 Mills Ave., Greenville, S. C.; J. M. Howard, 135 S. Spring St., Concord, N. C.; W. F. Crayton, Ralston Hotel, Columbus, Ga.; J. A. Franklin, Augusta, Ga.; R. M. Covington, 715 Provident Bldg., Chattanooga, Tenn.

EATON, PAUL B., 218 Johnston Bldg., Charlotte, N. C.

ECLIPSE TEXTILE DEVICES, Elmira, N. Y. Sou. Reps.: Eclipse Textile Devices Co., care Pelham Mills, Pelham, S. C.; Eclipse Textile Devices Co., care Bladenboro Cotton Co., Bladenboro, N. C.

ECONOMY BALER CO., Ann Arbor, Mich. Sou. Rep.: J. Kirk Rowell Co., Atlanta Trust Bldg., Atlanta, Ga.

EMMONS LOOM HARNESS CO., Lawrence, Mass. Sou. Rep.: George F. Bahan, P. O. Box 581, Charlotte, N. C.

FABNIR BEARING CO., THE, New Britain, Conn. Sou. Office & Warehouse, Bona Allen Bldg., Atlanta, Ga. Sou. Reps.: A. G. Laughridge and C. A. Letz, Atlanta Office; S. D. Berg, 321 N. Caswell Road, Charlotte, N. C.; W. J. Shirley, 2708 Williams St., Dallas, Tex.; W. P. Cunningham, P. O. Box 1687, Houston, Tex.

FIDELITY MACHINE CO., 3908 Franklin Ave., Philadelphia, Pa. Sou. Rep.: E. A. Cordin, Philadelphia Office.

FORD, CO., J. B., Wyandotte, Mich. Sou. Reps.: J. B. Ford Sales Co., 1147 Hurt Bldg., Atlanta, Ga.; J. B. Ford Sales Co., 1918 Inter-Southern Life Bldg., Louisville, Ky.; J. B. Ford, 319 S. Main St., Whitney Bldg., New Orleans, La. Warehouses in all principal Southern cities.

FRANKLIN PROCESS CO., Providence, R. I. Southern Franklin Process Co., Greenville, S. C.; B. S. Phetteplace, Mgr. Central Franklin Process Co., Chattanooga, Tenn.; C. R. Ewing, Mgr.

GASTONIA BRUSH CO., Gastonia, N. C. C. E. Honeycutt, Mgr.

GENERAL DYESTUFF CORP., 230 Fifth Ave., New York City, Sou. Office & Warehouse, 1101 S. Blvd., Charlotte, N. C.; B. A. Stigen, Mgr.

GENERAL ELECTRIC CO., Schenectady, N. Y. Sou. Sales Offices & Warehouses: Atlanta, Ga., E. H. Ginn, Dist. Mgr.; Charleston, W. Va., W. L. Alston, Mgr.; Charlotte, N. C., E. P. Coles, Mgr.; Dallas, Tex., L. T. Blaisdell, Dist. Mgr.; Houston, Tex., E. M. Wise, W. O'Hara, Mgrs.; Oklahoma City, Okla., F. B. Hathaway, B. F. Dunlap, Mgrs. Sou. Sales Offices: Birmingham, Ala., R. T. Brooke, Mgr.; Chattanooga, Tenn., W. O. McKinney, Mgr.; Ft. Worth, Tex., A. H. Keen, Mgr.; Knoxville, Tenn., A. B. Cox, Mgr.; Louisville, Ky., E. B. Myrick, Mgr.; Memphis, Tenn., O. O. McFarlane, Mgr.; Nashville, Tenn., J. H. Barksdale, Mgr.; New Orleans, La., B. Willard, Mgr.; Richmond, Va., J. W. Hicklin, Mgr.; San Antonio, Tex., I. A. Uhr, Mgr. Sou. Service Shops: Atlanta, Ga., W. J. Selbert, Mgr.; Dallas, Tex., W. F. Kaston, Mgr.; Houston, Tex., P. C. Bunker, Mgr.

GENERAL ELECTRIC VAPOR LAMP CO., Hoboken, N. J. Sou. Reps.: Frank E. Keener, 187 Spring St., N.W., Atlanta, Ga.; C. N. Knapp, Commercial Bank Bldg., Charlotte, N. C.

GILL LEATHER CO., Salem, Mass. Sou. Reps.: Ralph Gossett, 904 Woodside Bldg., Greenville, S. C.; Rammer & Kirby, Gastonia, N. C.; Belton C. Plowden, Griffin, Ga.

GREENSBORO LOOM REED CO., Greensboro, N. C. Geo. A. McPeters, Mgr., Charlotte, N. C.; E. J. McPeters, Supt., H. F. Harrill, Rep., Charlotte Office.

HALTON'S SONS, THOS., "C" and Clearfield, Philadelphia, Pa. Sou. Rep.: Dennis J. Dunn, P. O. Box 1261, Charlotte, N. C.

HART PRODUCTS CORP., 1440 Broadway, New York City, Sou. Reps.: Chas. C. Clark, Box 274, Spartanburg, S. C.; Samuel Lehrer, Box 265, Spartanburg, S. C.; W. G. Shull, Box 923, Greenville, S. C.; O. T. Daniel, Textile Supply Co., 30 N. Market St., Dallas, Texas.

HAYWOOD, MACKAY & VALENTINE, INC., New York City, Sou. Office: Reynolds Bldg., Winston-Salem, N. C.; T. Holt Haywood, Mgr.

H & B AMERICAN MACHINE CO., Pawtucket, R. I. Sou. Office: Atlanta, Ga., J. Carlie Martin, Mgr. Sou. Reps.: Thomas Aspsden, Fred Wright, Arthur Drabble, Atlanta Office; Fred Dickson, P. O. Box 125, Rockingham, N. C.

HERMAS MACHINE CO., Hawthorne, N. J. Sou. Rep.: Carolina Specialty Co., P. O. Box 520, Charlotte, N. C.

HOUGHTON & CO., E. F., 240 W. Somerset St., Philadelphia, Pa. Sou. Reps.: Geo. H. Small, 310 8th St., N.E., Atlanta, Ga.; Jas. A. Brittain, 1028 Comer Bldg., Birmingham, Ala.; Porter H. Brown, P. O. Box 656, Chattanooga, Tenn.; H. J. Waldron and D. O. Wylie, P. O. Box 65, Greenville, S. C.; R. J. Maxwell, P. O. Box 1241, Greenville, S. C.; F. A. Giersch, 418 N. 3rd St., St. Louis, Mo. for New Orleans, La.

HOWARD BROS. MFG. CO., Worcester, Mass. Sou. Office and Plant: 244 Forsyth St., S.W., Atlanta, Ga., Guy L. Melchor, Mgr. Sou. Reps.: E. M. Terryberry, 206 Embassy Apts., 1613 Harvard St., Washington, D. C.; Guy L. Melchor, Jr., Atlanta Office.

HYATT ROLLER BEARING CO., Newark, N. J. Sou. Rep.: Geo. H. Wooley, Jr., 2001 Selwyn Ave., Charlotte, N. C.

ISELIN-JEFFERSON CO., 328 Broadway, New York City, Sou. Reps.: C. F. Burney, 5631 Willis Ave., Dallas, Tex.; E. C. Malone, 1013 Glenn Bldg., Atlanta, Ga.

JOHNSON, CHAS. B., Paterson, N. J. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C.

KAUMAGRAPH CO., 200 Varick St., New York City, Sou. Offices: First Nat'l Bank Bldg., Charlotte, N. C.; Chattanooga, Tenn.

KEEVER STARCH CO., Columbus, Ohio. Sou. Office: 1300 Woodside Bldg., Greenville, S. C.; Daniel H. Wallace, Sou. Agent, Sou. Warehouses: Greenville, S. C., Charlotte, N. C., Burlington, N. C. Sou. Rep.: Claude B. Iler, P. O. Box 1383, Greenville, S. C.; Luke J. Castle, 2121 Dartmouth Place, Charlotte, N. C.; F. M. Wallace, 2027 Morris Ave., Birmingham, Ala.

LAVONIA MFG. CO., Lavonia, Ga.

LOCKWOOD-GREENE ENGINEERS, INC., 100 E. 42nd St., New York City, Sou. Office: Montgomery Bldg., Spartanburg, S. C.; R. E. Barnwell, V. P.

MARSTON CO., JOHN F., 247 Atlantic Ave., Boston, Mass. Sou. Rep.: C. H. Ochs, Hotel Charlotte, Charlotte, N. C.

MATHIESON ALKALI WORKS, INC., 250 Park Ave., New York City, Sou. Plant, Saltville, Va., E. A. Hults, V.-Pres. Sou. Office: First Nat'l Bank Bldg., Charlotte, N. C.; Fred C. Tilson, Mgr. Sou. Reps.: E. M. Murray, E. M. Rollins, Jr., J. W. Ivey and B. T. Crayton, Charlotte Office; R. C. Starks, Box 483, Chattanooga, Tenn.; Z. N. Holler, 208 Montgomery St., Decatur, Ga.; J. W. Edmiston, Box 570, Memphis, Tenn.; V. M. Coates, 807 Lake Park, Baton Rouge, La.; T. J. Boyd, Adolphus Hotel, Dallas, Tex.

MAUNEY-STEEL CO., 237 Chestnut St., Philadelphia, Pa. Sou. Reps.: Aubrey Mauney, Burlington, N. C.; Don L. Hurlbut, 511 James Bldg., Chattanooga, Tenn.

MERROW MACHINE CO., THE, 8 Laurel St., Hartford, Conn. Sou. Reps.: E. W. Hollister, P. O. Box 363, Charlotte, N. C.; R. B. Moreland, P. O. Box 895, Atlanta, Ga.

MORTON MACHINE WORKS, Columbus, Ga. Sou. Rep.: Carolina Specialty Co., Charlotte, N. C. **NATIONAL ANILINE & CHEMICAL CO., INC.**, 40 Rector St., New York City, Sou. Office & Warehouse: 201 W. First St., Charlotte, N. C.; W. H. Willard, Mgr. Sou. Reps.: J. I. White, W. L. Barker, C. E. Blakely, Charlotte Office; T. Chas. American Savers, Bk. Bldg., Atlanta, Ga.; H. A. Rodgers, 910 James Bldg., Chattanooga, Tenn.; J. E. Shuford, Jefferson St. Life Bldg., Greensboro, N. C.; E. L. Pemberton, 324 Dick St., Fayetteville, N. C.

NATIONAL RING TRAVELER CO., 257 W. Exchange St., Providence, R. I. Sou. Office and Warehouse: 13 W. First St., Charlotte, N. C. Sou. Reps.: L. E. Taylor, Charlotte Office; C. D. Taylor, Sou. Agent, Gaffney, S. C.; J. K. Moore, Gaffney, S. C.; H. L. Lanier, Shawmut, Ala.; Roy S. Clemmons, 926 W. Peachtree St., Atlanta, Ga.

NEWPORT CHEMICAL WORKS, Passaic, N. J. Sou. Offices & Warehouses: 226½ N. Forbis St., Greensboro, N. C.; W. M. Hunt, Mgr.; Chamber of Commerce Bldg., Greenville, S. C.; D. S. Moss, Mgr.; Newnan, Ga., Tom Taylor, Mgr. Sou. Reps.: H. J. Horne and J. V. Killheffer, Greensboro Office; E. H. Grayson, Gillespie Terrace, Chattanooga, Tenn.

NEW YORK & NEW JERSEY LUBRICANT CO., 292 Madison Ave., New York City, Sou. Office, 601 Kings Dr., Atlanta, N. C.; Lewis W. Thomason, Sou. District Mgr. Sou. Warehouses: Charlotte, N. C., Spartanburg, S. C., New Orleans, La., Atlanta, Ga., Greenville, S. C.

OAKITE PRODUCTS, INC., New York, N. Y. Sou. Dist. Office and Warehouses: Atlanta, Ga., L. W. McCann Dist. Mgr., M. E. Patterson, Memphis, Tenn.; R. H. Bailey, Greensboro, N. C.; H. A. Canny, New Orleans, La.; L. H. Gill; Richmond, Va.; W. A. McBride; Augusta, Ga.; E. Moline; St. Louis, Mo.; J. C. Leonard, Div. Mgr., H. J. Steeb, O. L. Fischer, Dallas, Tex.; W. B. Mix; Houston, Tex.; G. C. Foley.

PARKS-CRAMER CO., Pittsburgh, Mass. Sou. Office and Plant, Charlotte, N. C.; W. B. Hodge, V.-Pres., M. G. Townsend, Sou. Mgr. Sou. Reps.: W. H. Burnham, O. G. Culpepper and H. B. Rogers, Charlotte Office; J. F. Porter, P. O. Box 1355, Atlanta, Ga.

PERKINS & SON, INC., B. F. Holyoke, Mass.
Sou. Rep.: Fred H. White, Independence Bldg.,
Charlotte, N. C.

PLATT'S METALLIC CARD CLOTHING CO.,
Lexington, N. C. U. S. Agent, F. L. Hill, Box 497,
Lexington, N. C. Sou. Reps.: W. F. Stegall, Cra-
merton, N. C.; R. L. Burkhead, Varner Bldg., Lex-
ington, N. C.

ROCKWEAVE MILLS, LaGrange, Ga., Wm. H.
Turner, Jr., V.-Pres. and Gen. Mgr. Sou. Reps.:
Carolina Specialty Co., Charlotte, N. C.; Hamner &
Kirby, Gastonia, N. C.; J. M. Tull Rubber & Sup-
ply Co., 285 Marietta St., Atlanta, Ga.; Young &
Vann Supply Co., 1725 First Ave., Birmingham,
Ala.; Mills & Lupton Supply Co., Chattanooga,
Tenn.; Nashville Machine & Supply Co., Nashville,
Tenn.; Montgomery & Crawford, Spartanburg, S.
C.; Sullivan Hdw. Co., Anderson, S. C.; Noland
Co., Inc., Roanoke, Va.

SACO-LOWELL SHOPS, 147 Milk St., Boston,
Mass. Sou. Office and Repair Depot, Charlotte, N.
C., Walter W. Gayle, Sou. Agent; Branch Sou.
Offices: Atlanta, Ga., Fred P. Brooks, Mgr.; Spar-
tanburg, S. C., H. F. Worth, Mgr.

SARGENT'S SONS CORP., C. G., Graniteville,
Mass. Sou. Rep.: Fred H. White, Independence
Bldg., Charlotte, N. C.

SEYDEL CHEMICAL CO., Jersey City, N. J. Sou.
Warehouse, Greenville, S. C. Sou. Reps.: W. T.
Smith, Box 349, Greenville, S. C.; G. H. Jones,
Brown, Ala.; I. G. Moore, 301 N. Market St., Dal-
las, Tex.

SEYDEL-WOOLLEY CO., 748 Rice St., N.W., At-
lanta, Ga.

SHAMBO SHUTTLE CO., Woonsocket, R. I.
Sou. Rep.: M. Bradford Hodges, Box 752, Atlanta,
Ga.

SIPP-EASTWOOD CORPORATION, Paterson, N.
J. Sou. Rep.: Carolina Specialty Co., Charlotte,
N. C.

SIRKINE & CO., J. E., Greenville, S. C.

SOLVAY SALES CORP., 61 Broadway, New York
City, N. Y. Sou. Reps.: Chas. H. Stone, 622 W. More-
head St., Charlotte, N. C.; Burkhardt-Schier Chemi-
cal Co., 1202 Chestnut St., Chattanooga, Tenn.;
Woodward Wight Co., 451 Howard Ave., New
Orleans, La.; J. A. Sudduth & Co., Birmingham,
Ala.; Miller-Lenfesty Supply Co., Tampa, Miami
and Jacksonville, Fla.

SONOCO PRODUCTS CO., Hartsville, S. C.

SOUTHERN SPINDLE & FLYER CO., Charlotte,
N. C., Wm. H. Monty, Mgr.

STANLEY WORKS, THE, New Britain, Conn.
Sou. Office and Warehouse: 582 Murphy Ave., S.W.,
Atlanta, Ga., H. C. Jones, Mgr.; Sou. Reps.: Hor-
ace E. Black, P. O. Box 424, Charlotte, N. C.

STEEL HEDDLE MFG. CO., 2100 W. Allegheny
Ave., Philadelphia, Pa. Sou. Office and Plant: 621
E. McBee Ave., Greenville, S. C. H. E. Littlejohn,
Mgr. Sou. Reps.: W. O. Jones and C. W. Cain,
Greenville Office.

STEIN, HALL & CO., INC., 285 Madison Ave.,
New York City, Sou. Office, Johnston Bldg., Char-
lotte, N. C. Ira L. Griffin, Mgr.

TERRELL MACHINE CO., Charlotte, N. C., E.
A. Terrell, Pres. and Mgr.

TEXTILE DEVELOPMENT CO., THE, 1001 Jeff-
erson Standard Bldg., Greensboro, N. C. Sidney S.
Paine, Pres. Ga.-Ala. Rep., Robert A. Morgan,
Rome, Ga.

TEXTILE-FINISHING MACHINERY CO., THE,
Providence, R. I. Sou. Office, 909 Johnston Bldg.,
Charlotte, N. C., H. G. Mayer, Mgr.

UNIVERSAL WINDING CO., 95 South St., Bos-
ton, Mass. Sou. Offices: Johnston Bldg., Charlotte,
N. C.; Candler Bldg., Atlanta, Ga. Sou. Reps.:
Frederick Jackson and I. E. Wynne, Charlotte Of-
fice; J. W. Stribling, Atlanta Office.

U S BOBBIN & SHUTTLE CO., Manchester, N.
H. Sou. Plants: Monticello, Ga. (Jordan Division);
Greenville, S. C.; Johnson City, Tenn. Sou. Reps.:
L. K. Jordan, Jr., Mgr., First National Bank
Bldg., Charlotte, N. C.; D. C. Ragan, P. O. Box
536, High Point, N. C.; E. R. Umbach, P. O. Box
816, Greenville, S. C.; J. H. Kelly, Jordan Div., Montic-
ello, Ga.

U. S. RING TRAVELER CO., 159 Aborn St.,
Providence, R. I. Sou. Reps.: Wm. P. Vaughan,
Box 792, Greenville, S. C.; O. B. Land, Box 4,
Marietta, Ga. Stocks at: Textile Mill Supply Co.,
Charlotte, N. C.; Charlotte Supply Co., Charlotte,
N. C.; Gastonia Mill Supply Co., Gastonia, N. C.;
Carolina Mill Supply Co., Greenville, S. C.; Sulli-
van Hdw. Co., Anderson, S. C.; Fulton Mill Supply
Co., Atlanta, Ga.; Young & Vann Supply Co., Bir-
mingham, Ala.

VEEDER-ROOT, INC., Hartford, Conn. Sou.
Reps.: W. A. Kennedy Co., Johnston Bldg., Char-
lotte, N. C.; Carolina Specialty Co., 122 Brevard
Court, Charlotte, N. C.

VICTOR RING TRAVELER CO., Providence, R.
I. Sou. Offices and Warehouses: 615 Third National
Bank Bldg., Gastonia, N. C., A. B. Carter, Mgr.;
120 Angier Ave., N.E., Atlanta, Ga., B. F. Barnes,
Mgr. Sou. Reps.: B. F. Barnes, Jr., Atlanta Office;
A. D. Carter and N. H. Thomas, Gastonia Office.

VISCOSE CO., Johnston Bldg., Charlotte, N. C.,
H. Wick Rose, Mgr.

VOGEL CO., JOSEPH A., Wilmington, Del. Sou.
Office: St. Louis, Mo.

WHITTIN MACHINE WORKS, Whitinsville, Mass.
Sou. Offices: Whitin Bldg., Charlotte, N. C., W.
H. Porcher and R. I. Dalton, Mgrs.; 1317 Healey
Bldg., Atlanta, Ga. Sou. Reps.: M. F. Thomas,
Charlotte Office; I. D. Wingo and C. M. Powell,
Atlanta Office.

WHITINSVILLE SPINNING RING CO., Whitins-
ville, Mass. Sou. Rep.: Webb Durham, 2029 East
5th St., Charlotte, N. C.

WICKWIRE-SPENCER STEEL CO., 41 E. 42nd
St., New York City, Sou. Rep.: James A. Greer, 50
Rutherford St., Greenville, S. C.

U. S. Cotton Used In June Exceeds 1930

The world consumed approxi-
mately 939,000 bales of American cotton
in June, compared with 949,000 in
May and 887,000 in June last year,
according to the New York Cotton
Exchange Service. Total consump-
tion in 11 months of the season end-
ed June 30 was about 10,221,000
bales against 12,148,000 in the cor-
responding period last season.

"Assuming a normal seasonal de-
crease in the consumption rate this
month," says the exchange service,
"the world consumption total for July
will be in the neighborhood of 900,-
000 bales, and the total for the full
season will be in line with earlier in-
dications of about 11,100,000 bales.
It will be noted that consumption in
June this year was larger than that
in June last year. This is the first
month since September, 1929, in
which consumption during the cur-
rent month was larger than that in
the corresponding month the year
previous."

Cotton Hurt When Ginned Moist

Washington, D. C.—Grade, staple
and preparation of cotton may be
seriously affected by ginning when
cotton contains too much moisture,
according to studies made at the cot-
ton ginnings laboratory at Stoneville,
Miss., and in the cotton fiber re-
search laboratories here, the Depart-
ment of Agriculture announced. Too
rapid operation of the gin will also
injure the fiber.

In explaining results of these ob-
servations, F. L. Gerdes, fiber tech-
nologist of the Bureau of Agricul-
tural Economics said:

"Studies of the effects of ginning
methods were begun as a result of
protests received by the Department
of Agriculture from the cotton in-
dustry in this country and abroad to
the effect that the preparation of
American cotton is not as good as it
used to be. That is, it is rougher
than formerly."

Preliminary studies indicate, Mr.
Gerdes said, that successful cleaning
and extracting depends on the moist-
ure content of seed cotton; and that
excessive moisture content reflects
itself in the processes of ginning,
causing, among other things, a cor-
responding loss or shortening of fiber
lengths, and a lowering of grade—in
some instances as much as four
grades. It also affects the prepara-
tion.

Inferior preparation of cotton in
the delta of the Mississippi, Mr. Ger-
des explained, is usually the result of
ginning early, green, sappy cotton,
and late rain-soaked cotton, without
proper conditioning, and of operating
the gins at full capacity on long-
staple cotton has a so-called normal
moisture content preparation may be
inferior if it is ginned too fast.

Mr. Gerdes showed how, by the
use of improved machines and meth-
ods, the fibers of the samples are
sorted according to length.

By comparing the weight percent-
ages of the different fiber lengths of
samples ginned in various ways, Mr.
Gerdes stated that it is possible to
learn the best ginning conditions for
any given cotton. He also described
the method for measuring the color of
cotton and showed how the results
can be converted into terms of grade.

Mr. Gerdes said that the cotton
classers' appraisal of preparation is
being used in the bureau's studies,
and that the fiber laboratories are
endeavoring to work out a satisfac-
tory method for measuring and
describing preparation, as well as
other qualities which now are not
measurable.

Cotton from several States was
used in the ginning tests at the Stone-
ville laboratory. The lint samples
have been classed by the bureau's
specialists in Washington and they
now are being subjected to laboratory
fiber analyses involving scientific
measurement of certain measurable
elements of quality covered by the
terms, grade, staple and preparation.

The results obtained from the
studies, the department believes will
lay a foundation for better ginning
practices, which should contribute
substantially to improvement of the
spinning quality of American cotton.

A New Kind of Cotton

The new type of cotton is said to
have come from a stalk designated
by horticulturists and agronomists as
a "sport," and is proving to be both
boll weevil and disease proof, and to
resist adverse climatic conditions,
such as extreme dry or wet weather,
better than any other types grown
in the same field with the Sansing
cotton. It is a 15-16 inch staple, and
1,300 pounds of seed cotton produces
a 500 pound bales of lint.

If Mr. Sansing's claims hold good
this year, this new type cotton will
prove a God-send to the South, as
perhaps, it is.—*Jas. O. Walton, of
Emporia, Miss., in Charlotte Ob-
server.*



Mill Village Activities

Edited by Mrs. Ethel Thomas—"Aunt Becky."

Editorial In Ware Shoals Life

The thrifty housewife makes a hoecake of the biscuit dough that is left, and a good workman is careful with the scraps that fall from his saw. Economy at all times is the watchword of a successful business. Right at this time it is the essential factor in the life and continuation of a business.

Industrial plants and business concerns are looking more closely at this time for the man who is concerned with economy in operation than ever before. The fellow who is careless with his grease pot, who allows yarn to tangle and waste, who spills the meal around the barrel while scooping for a customer, who wastes electricity because it is furnished him free, who allows his water spigot to remain open all night, who idles on the job when there is something that could be done, or who is negligent in any way, cannot rightfully claim to be an asset to his concern, or hope to be a success unto himself.

The whole world is on an enforced program of strictest economy. The individual who thinks that he is sharp enough to beat the game and be extravagant is a fool and time will prove it to him.

Mr. Hick's Letter

Dear Mr. Editor:

Of course thar aint none of us wants to get down to bare necessities if we can help it. But a ole bird like me can't help but feel a little better towards the future when he sees the youngsters havin' to struggle a little to keep the ashes warm. Poverty has been the cradle of too many good substantial folks for it to be all sin and no virtue. Poverty, you know, means struggle, and struggle keeps a fellow hard and keen.

I don't mean to say, Mr. Editor, that I aint in favor of young folks getting all the training and good times out of life they can, but I just got a kind of idea that their ice cream will taste a little better if it's savored with jist a wee bit of their own eye brow salt.

Then, there is the matter of trainin'. Thar aint no better school than the school of economy. The young man or the young lady what learns to get along gracefully on a little bit will likely be the ones to be independent in middle life, and be it gracefully.

Yes, sir, tell the young folks what reads your paper not to get upshot over the hard times that they seem to be facin', but to fall in with them, and learn from them the same lessons of how to save and economize as thar pa's and ma's did before they was born. Tell them that a struggle ain't goin' to hurt no healthy couple. The more they struggle the healthier they'll get, the closer together they'll get, the further away from family rows and divorce courts they'll get, and the more lovin' toward one another and their children they'll get.—*Ware Shoals Life.*

Something To Think About

What is commercialism? What effect is it having upon our social realm? Does it make humanity cold, calculating, critical and indifferent to those in need? Does it stifle, strangle and kill tender sentiment? Does it turn a deaf ear to the wail of distress and sneer contemptuously at those who believe that love and tenderness, sympathy and kindness, are the greatest things in the world? We wonder!

What is business sagacity? Is it inherent or acquired? A part of one's nature or developed by experience? Is it foresight, keen perception, intuition, or what? Who can you think of as possessing business sagacity in a remarkable degree? Is he a man who is dusting cobwebs from his goods—a man who is afraid to advertise for fear he'll be compelled to employ an extra clerk? Is he a manufacturer who sells yarns and cloth below cost of production? Is he a man who tries to save a few dimes by using circular leaflets to acquaint the public with his wares?—a man who should blush in shame when he meets a local editor? It does not take much business sagacity to figure what a town would be without newspapers.

What is the greatest thing in the world? That's easy. Love, of course, in spite of the fact that a few misguided and thoughtless people might say, "money." Some people seem to think that money can buy anything. It has been known to buy virtue, honor, and one's very soul. But is has never purchased happiness nor a seat in glory. "Though I speak with the tongues of men and angels and have not charity, (love) I am become as sounding

brass or a tinkling cymbol. And though I have the gift of prophecy, and understand all mysteries, and all knowledge; and though I have faith, so I could remove mountains, and have not charity, (love) I am nothing. And though I bestow all my goods to feed the poor, and though I give my body to be burned and have not charity (love), it profiteth me nothing."

Let's try a little more love.

The Bridge You'll Never Cross

It's what you think that makes the world
Seem dull or bright to you;
Your mind may color all things gray
Or make them radiant hue,
Be glad today, be true and wise,
Seek truth amid the dross;
Waste neither time nor thought about
The bridge you'll never cross.

There's useful work for you to do
With hand and brain and heart;
There's urgent human service, too,
In which to take your part,
Make every opportunity
Worth while and not a loss;
The best is yours, so do not fear
The bridge you'll never cross.

If life seems drab and difficult,
Just face it with a will;
You do not have to walk alone
Since God is with you still.
Press on with courage toward the goal,
With love your shield emboss;
Be strong, look up and just ignore.
The bridge you'll never cross.

—Greenville Kleiser.

If I Should Die Tonight

By HENRY WARD BEECHER

(The following beautiful poem was sent in by one of our readers, and will no doubt be clipped and pasted in many a scrap book. 'Tis a sad, sweet, touching plea for love and tender appreciation.—Aunt Becky.)

If I should die tonight,
My friends would look upon my quiet face,
Before they laid it in its resting place,
And deem that death had left it almost fair;
And, laying snow white flowers against my hair,
Would smooth it down with careful tenderness,
And fold my hands with lingering caress,
Poor hands, so tired, and cold tonight.

If I should die tonight
My friends would call to mind with loving thought,
Some kindly deed the icy hands had wrought,
Some gentle word the frozen lips had said,
Errands on which the willing feet had sped.
The memory of my selfishness and pride,
My hasty words would all be set aside,
And I should be mourned and loved, tonight.

If I should die tonight,
E'en hearts estranged would once more turn to me,
Recalling other days remorsefully;
The eyes that chill me with averted glance,

Would look upon me as of yore, perchance,
And soften in the old familiar way;
For who would war with dumb unconscious clay?
So, I might rest, of all forgiven, tonight.

Oh friends, I pray tonight,
Keep not your kisses for my dead, cold brow;
The way is lonely, let me feel them now!
Think gently of me. I am travel worn;
My faltering feet are pierced with many a thorn.
Forgive! Ah hearts, estranged, I plead!
When dreamless rest is mine, I shall not need
The tenderness for which I long tonight.

A Hand On Your Shoulder

By JAMES WHITCOMB RILEY

When a man ain't got a cent,
And he's feeling kinder blue,
And the clouds hang dark and heavy
An' won't let the sunshine through,
It's a great thing, O my brother,
Fer a feller just to lay
His hand upon your shoulder
In a friendly sort o' way.

It makes a man feel curious,
It makes the teardrops start,
An' you sort o' feel a flutter
In the region of the heart!
You can't look up and meet his eyes,
You don't know what to say
When his hand is on your shoulder,
In a friendly sort o' way.

Oh the world's a curious compound,
With its honey and its gall,
With its cares and bitter crosses—
But a good world after all.
An' a good God must have made it—
Leastways, that is what I say
When a hand is on my shoulder
In a friendly sort o' way.

One More Month

Just one more month of "vacation," and then we expect to get out among the mills again, and meet with many dear friends. Had hoped that a large number would send in their renewal subscriptions by mail, but I have not heard from a single one!

A few wrote and said in effect: "No, Becky Ann, you don't get my subscription till you come for it. That's the only way we'll get to see you—so we aren't going to risk losing your visit."

Well, that sounds mighty nice, and I guess I should feel complimented. Maybe everybody will be feeling fine by September—especially if the weater is cooler. So, here's hoping.

FOOD FOR THOUGHT

The hen, we are told, enjoys a higher standing than the duck because she advertises her value to the community more. Likewise, she keeps on scratching regardless of how much corn there is in sight. Here are two lessons which we may well keep in mind.—Barron Collier.

CLASSIFIED ADS.

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Patented Textile Specialties and Machinery to manufacture on a royalty basis. Send sample or drawing of your proposition to Richmond Machine Company, 3371-79 Richmond street, Philadelphia, Pa.

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MASTER MECHANIC or plant Engineer desires position. Sixteen years' experience construction and maintenance leading large cotton mills of South. Address M. M., 600 Worthington Ave., Charlotte. Phone 7673.

WANTED—Position as overseer of carding or combing. Age 36, married, go anywhere. Textile graduate, past seven years overseer of carding and combing on numbers from 30's to 90's. Address J. N. B., care Southern Textile Bulletin.

MILL treasurer's assistant open for employment to take charge finances and accounting; excellent training and experience; references. Address E. C. S., care Southern Textile Bulletin.

FINISHER, Napper, Cloth Room Man, 42 years of age, 14 years experience, 10 on present position, would like to make change. Will go anywhere. References from present employers. Address F. R., care Southern Textile Bulletin.

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The average price paid per ton was considerably lower than in 1930 in all States, the average for the United States being \$25.35 in 1931, compared with \$31.55 in 1930.

The total cost of fertilizer used on cotton in 1931 is computed to be approximately \$37,000,000, which is less than half of the \$75,600,000 for this item in 1930. The greatest amounts were spent in Georgia, \$8,700,000, Alabama, \$6,500,000, and the Carolinas, each about \$5,250,000.

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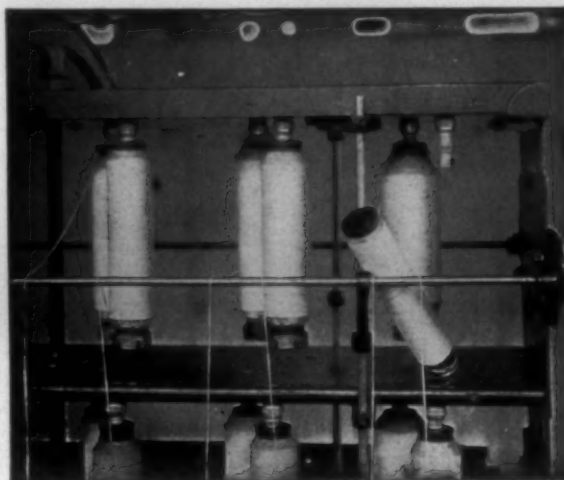
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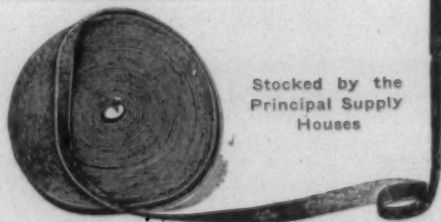
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